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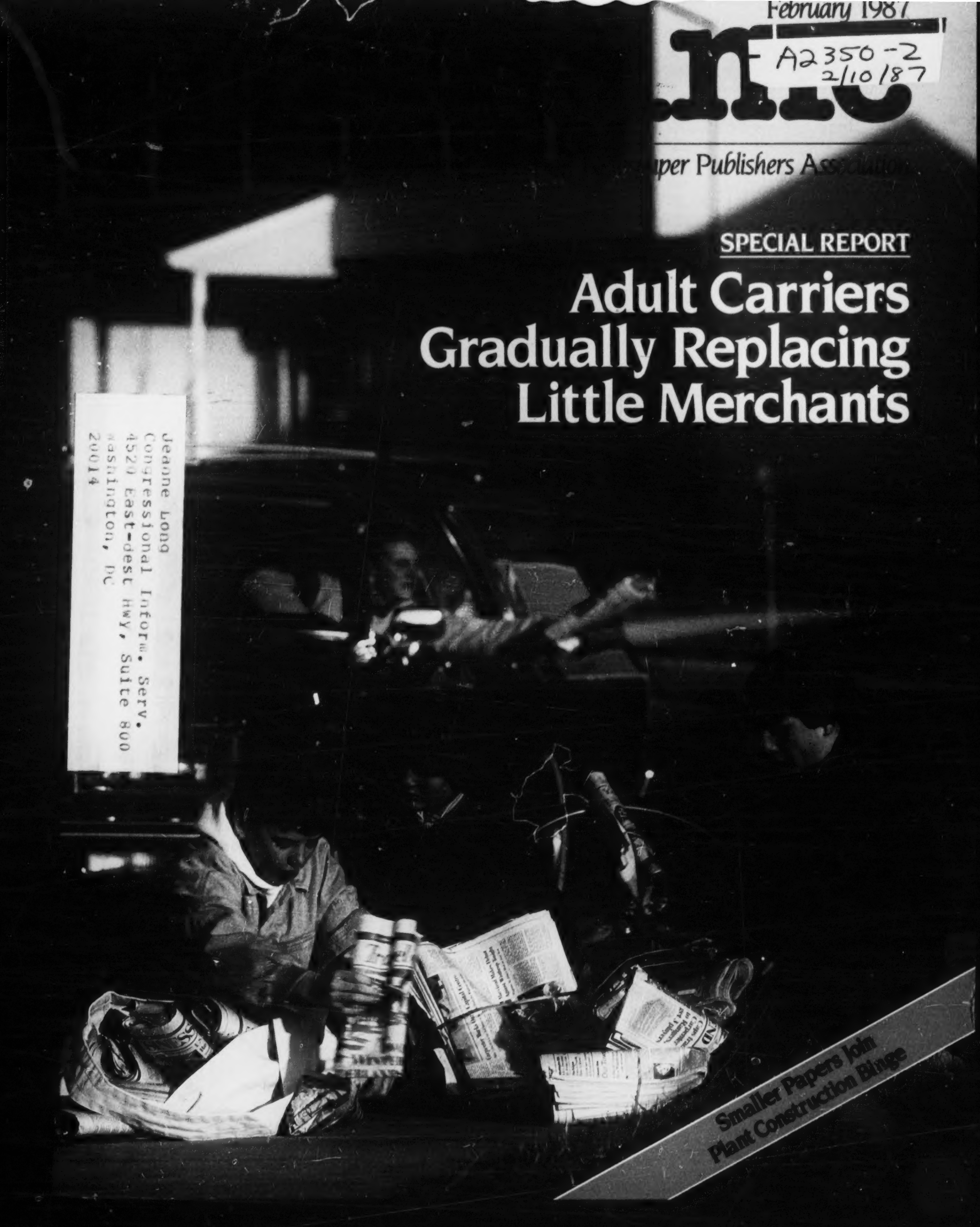

SPECIAL REPORT

Adult Carriers Gradually Replacing Little Merchants

Smaller Papers Join Plant Construction Binge

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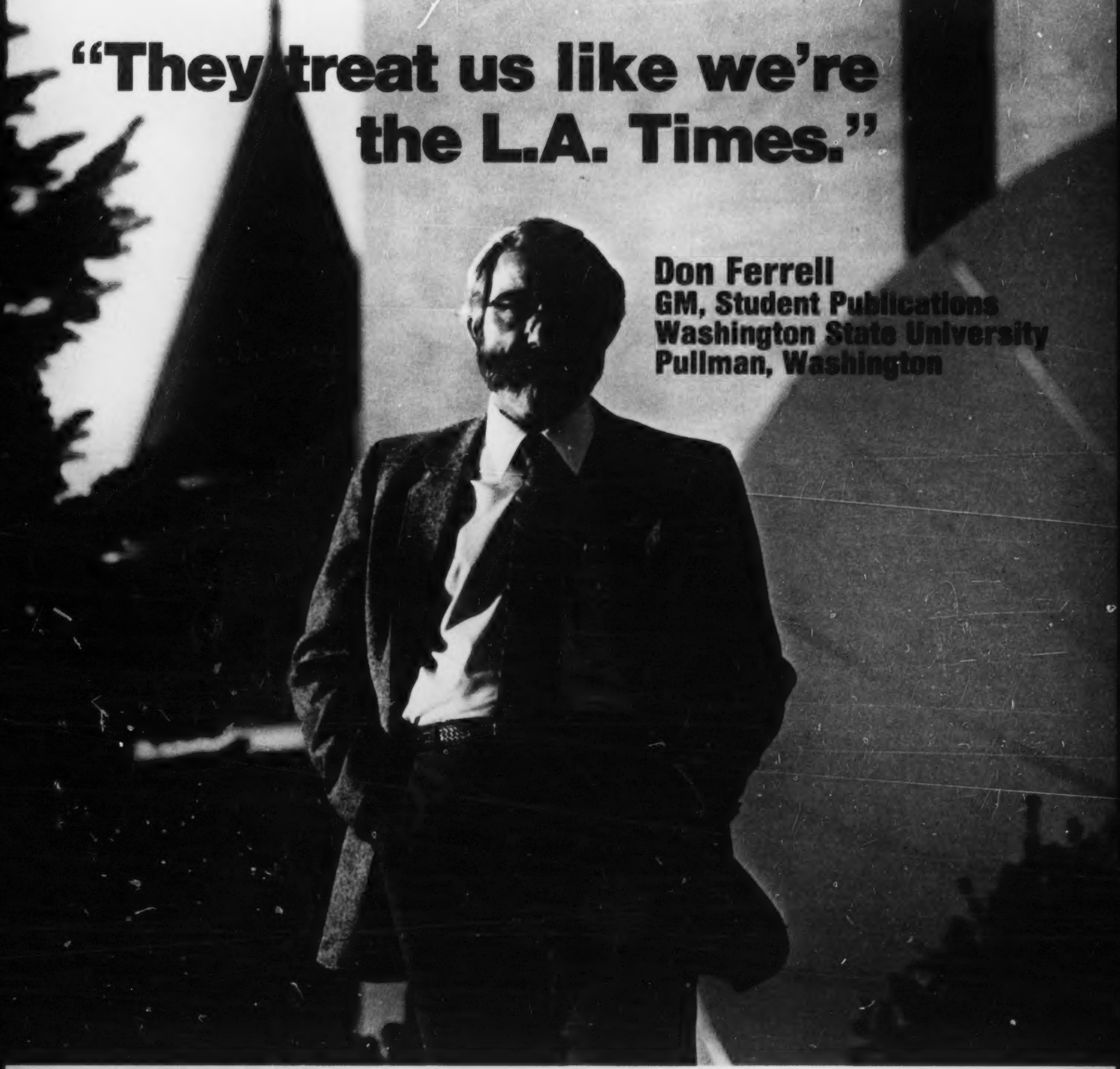
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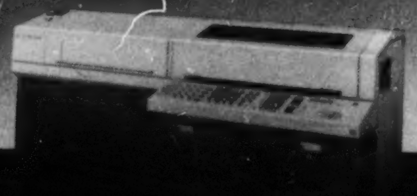

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Special Report *The million-member army of newspaper carriers is changing—it's no longer a kid's game. Each day, more adults are delivering more papers as the traditional "little merchant" system erodes. The trend toward morning publication—which means predawn deliveries—is a major factor. Many newspapers are also opting for pay-by-mail or pay-by-credit-card. Regardless of these changes and the doomsayers' predictions about print media, however, home delivery is predicted to continue to be a newspaper hallmark far into the future.* **20**

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CHAIRMAN'S CORNER

Newspapers have important place in today's information society

In his 1982 book, *Megatrends*, John Naisbitt brought to the public's attention the concept that the United States has transformed itself from an industrial society to an information society. Today it's appropriate that we newspaper people take a look at our place in that society.

Over the years, we have seen many of our communications companies move from being family-owned, family-managed and largely independent one from the other, to large organizations owned by the public and by institutional shareholders.

In the mid-1960s, the 45 independent companies that now comprise Knight-Ridder were owned by approximately 100 shareholders. Today Knight-Ridder is owned by more than 15,000 shareholders. This is 150-for-1 ownership explosion of just one company in 20 years.

We are not alone. Today there are 14 major publicly held U.S. companies in the newspaper business with tens of thousands of shareholders.

These realities—and the need to remain competitive—have stepped up the pursuit of professionalism in the management of newspapers.

In the early 1960s, most of the newspaper companies in America were privately owned and managed by third- and fourth-generation family members. Professional qualification was sometimes—but not always—part of the job criteria. Now we have better professional training for circulators, marketers and editors, and for the financial managers of our industry. The key jobs today are not going to the children of the owner, but to the best qualified manager, editor or publisher who can be found.

Alvah H. Chapman Jr.

These management improvements have helped increase U.S. daily circulation to some 63 million, and Sunday circulation is at an all-time high of nearly 59 million. Newspapers are read in 75 percent of all U.S. households. Nearly two out of every three American adults read a newspaper on the average day; and more than eight out of every 10 adults read at least one newspaper during the average week.

And let's not forget Canada, where daily circulation exceeds 5.6 million, an all-time high.

Advertisers know these statistics, and they know newspaper advertising works. U.S. dailies are still the largest advertising medium, exceeding the nearest competitor, television, by almost $4.5 billion in 1985. Dailies are also number one in Canada.

Newspaper publishing is a very large business. Only two U.S. manufacturing industries have more plants; only five employ more people.

We have established an impressive record. We have diversified and increased ownership, improved management, held our lead in advertising, maintained circulation, and we have a carrier force of nearly a million that visits more homes each week than does the U.S. Postal Service.

Overall, across the continent, North America's newspapers continue to set records and to serve. We remain a vital force in the highly competitive information society.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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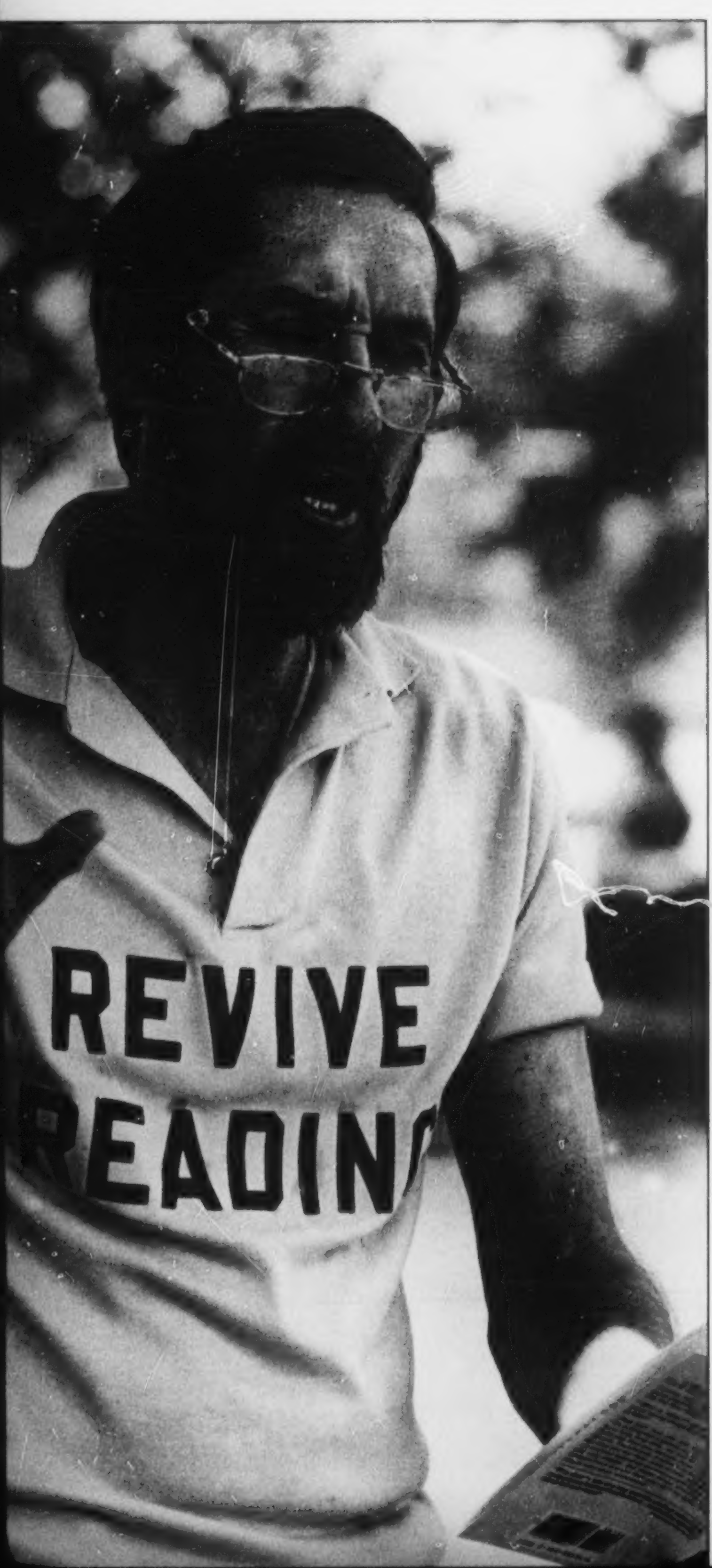
SPREADING THE WORD: A TESTAMENT FROM EL PASO



What can one newspaper do about the problems of illiteracy in its own city, much less the rapidly growing problem in the nation?

The El Paso Herald-Post has launched a crusade.

Working with other community groups, the Herald-Post has declared war on illiteracy. Its campaign includes everything from rallies to entice children and adults with the joys of reading, to programs to help juvenile offenders attain literacy skills. The forces become more powerful with each new community and business ally.

And the crusade is now igniting interest beyond El Paso. The Herald-Post is developing a blueprint for other newspapers to join in the battle. "The time has come," editor Jay Ambrose declared, "to preach the word, the printed word, to celebrate reading and its many rewards; to defend the greatest civilizing force in the history of mankind against the ravages of inadequate education and social neglect."

El Paso Herald-Post Staff Photo by Carolyn Cole

El Paso Community College instructor Leon Blevins takes children on an adventure at a reading rally.

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References

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Philadelphia Newspapers Inc.	PA	Everett Herald	WA
Seattle Times/Post Intelligencer	WA	Ogden Standard Examiner	UT
Arizona Republic-Gazette (Phoenix)	AZ	Newspapers of Northern New Jersey	NJ
The Oregonian (Portland)	OR	The Yakima Herald-Republic	WA
St. Petersburg Times	FL	The Record-Searchlight (Redding)	CA
San Jose Mercury-News	CA	Wenatchee World	WA
The Sacramento Bee	CA	Longview Daily News	WA
Charlotte Observer	NC	Valley Newspapers (Auburn)	WA
Pioneer Press-Dispatch	MN	The Bulletin (Bend)	OR
Grand Rapids Press	MI	Aberdeen Daily World	WA
Riverside Press-Enterprise	CA	East Oregonian (Pendleton)	OR
Contra Costa Times (Walnut Creek)	CA	Corvallis Gazette-Times	OR
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Santa Rosa Press-Democrat	CA	The Daily Astorian (Astoria)	OR
Modesto Bee	CA	Cadillac News	MI
The Daily Oklahoman	OK	Santa Barbara News Press	CA
Bridgeport Post/Telegram	CT	Tri Cities Herald	WA
Providence Journal	RI	Walla Walla Union Bulletin	WA
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BUILDING BOOM

BY ROSALIND C. TRUITT
presstime technical writer

Many newspapers are constructing new plants to keep up with rapid growth or to facilitate new processes in production

With presses running at capacity and mailrooms overrun by inserts, many newspaper companies across North America are expanding buildings, erecting remote or "satellite" plants, or constructing completely new facilities to meet the demand.

In some instances, newspapers are making a long-overdue move to replace outmoded facilities. In others, executives say rapid population and economic growth—and the attendant rise in circulation and advertising demands—have necessitated a construction program.

"Some newspapers are really pressed for space because they've grown so quickly, but in other cases, newspapers delayed making the switch from letterpress and making other changes. Now (that) they're replacing that equipment, they find it necessary to expand or to build a new facility," says Harold S. Hoch, vice president and industrial manager for Chas. T. Main Inc. of Boston, an architectural and design firm.

Whatever the reason for the expansions and new buildings, design firms as well as ANPA's Technical Services Department report a flurry of construction activity in all areas of the country and at publications of all sizes.

For example, Leonard E. Elliott, staff consultant for newspaper facilities, says when he joined The Austin Co., a Cleveland architectural and engineering firm, six years ago, it had a handful of newspaper projects in the works. Currently the company is overseeing more than 30 newspaper projects.

To solve space problems, newspapers are expanding pressrooms, renovating editorial, advertising and other offices, and adding parking lots. However, relief for cramped, overtaxed mailrooms seems to be a universal headache for which a cure is still being sought.

"There's a great deal of expansion going on, and the influx of inserts has focused a lot of attention on the mailroom," says James P. Walsh, an ANPA technical services engineer who reviews building plans for newspapers that request it. "Everybody's complaining they don't have enough space, and they're trying to plan so that they do."

Newspaper executives and architects say that in addition to the mailroom activity there are several noteworthy trends in newspaper design:

- Joining in the construction binge [**presstime**, June 1983, p. 4] have been an unusually large number of small- to medium-size newspapers. Having outgrown their quarters, they are building larger, more efficient plants.
- The so-called "fast track" mode of construction, in which the design and construction process is speeded up to allow earlier completion of a project, seems to be losing favor. Many newspapers are returning to the old, more methodical approach of slower planning and calling for contractors' bids.
- Many newspapers, after years of urging by designers, are finally projecting far into the future when planning structures. Larger, more flexible building sites are being acquired, and buildings are being constructed with the idea that future expansion is not only possible but likely.

Still, some newspaper executives feel expansion itself should be avoided if at all possible. At the June 1986 ANPA trade show in Atlanta, Harold J. Brown, vice president/operations for the Atlanta Journal and Constitution, counseled workshop attendees not to build a plant unless it was absolutely necessary. He cited the expense and the time executives spend away from regular duties as reasons to avoid construction if at all possible [**presstime**, June 1986, p. 45].

In many instances, though, new construction is unavoidable. The New York Times Co., for example, in recent years has purchased a number of newspaper properties in need of immediate overhaul

Paddock Publications' new plant features a computerized press console.

The new 57,000-square-foot facility gives Paddock breathing room.

or replacement of various facilities, says Martin Donner, facilities director.

The Times Co. has built either completely new plants or satellite printing facilities for The Gainesville (Fla.) Sun, the Ocala (Fla.) Star-Banner, the Houma (La.) Daily Courier, The Sarasota (Fla.) Herald-Tribune, the Santa Rosa (Calif.) Press-Democrat and several other newspapers in recent years.

"In most of those places, the expansions and improvements couldn't be put off any longer. Presses were old and not performing up to contemporary standards. People were working in horrible . . . conditions," Donner says.

In each case, he observes, the newspaper wants functional buildings first and foremost, but it is also concerned that the buildings be compatible with local architecture. "We want them to look nice, too," Donner says. "We'll spend a few extra bucks for landscaping if it improves the appearance of the building. We want to be good corporate citizens."

MAILROOM WOES. A cramped mailroom is one of the reasons The State (morning, circulation 116,342) and The Columbia (S.C.) Record (evening, 29,398) decided to build a new plant. According to F. Page Morris, vice president of The State-Record Co., the pressroom is inadequate, and, in fact, the entire building is too small.

Then there is the problem with the University of South Carolina Gamecocks, who play their football games—often on Saturday nights to crowds of more than 70,000—in a stadium located practically next door to the newspaper.

Like any newspaper, The State wants complete coverage and on-time delivery for its widely distributed, 150,000- circulation Sunday edition. But delivery trucks seeking to drop off bundles at their destinations must fight heavy stadium traffic for some time after the games end.

The current site and the new one are about a half mile apart, but the new location will provide better access to highways.

Construction of the new plant began last December, and Morris expects the $17-million building will be completed and everything moved into it by the summer of 1988.

According to Morris, after deciding new facilities of some sort would have to be constructed, the newspaper company in 1984 considered a variety of options, including purchasing new presses and making them fit into the present structure, building a satellite plant and leaving the existing offices intact, or abandoning the old building and constructing a completely new one. After considerable deliberation, he said, it was determined a completely new facility was the answer.

Each newspaper's requirements are different, of course. And in a fast-growing suburb of Chicago, Paddock Publications decided a satellite production facility was the answer to its mailroom and pressroom problems. The company, which publishes The Daily Herald (morning, 73,315) of Arlington Heights and a total-market-coverage product, built a $4.5-million production-distribution center that opened last fall.

"In the early 1980s, we became aware our capacity was rapidly being reached. The number of newspapers we had to print on the equipment we had available meant we had to stretch deadlines to accommodate the press run," says Daniel E. Baumann, senior vice president, general manager and editor. "In addition, we had newsprint stored 15 miles from the plant, and inserts were being stored in every nook and cranny we had. We had to do something."

The "something" was the new, 57,000-square-foot Stuart R. Paddock Printing Center. It replaced printing facilities that had been located in downtown Arlington Heights since 1939.

Construction started in April 1985. Last October, the plant began printing weekly sections, and the entire newspaper has been produced there since November.

SMALLER PAPERS. Other mid-size and smaller newspapers also have been forced by rapid growth into plant expansion.

One is the Newhall (Calif.) Signal, a 36,000-circulation thrice-weekly owned by Morris Publishing Co. of Savannah, Ga. A $4.7-million plant that opened last September is the first building the Signal has ever owned. It unites in one place employees who had been scattered in several different sites.

Located in Valencia, just north of the San Fernando Valley, the building houses editorial, advertising and other offices as well as the newspaper's first press. Previously, a commercial printer printed the newspaper.

After talking about it "for years," the newspaper finally decided "to build our own building. The area . . . is just growing tremendously, and the growth made it necessary to expand," says Publisher Anthony Newhall.

In another fast-growing section of California, the Chico Enterprise-Record (evening, 26,361), owned by the Donrey Media Group, is in the process of relocating. Its new 42,000-square-foot plant will include a mailroom four times the size of the old one; a pressroom with a new, seven-unit M.A.N.-Roland offset press; new offices for other departments; and an employee lunchroom. Occupancy will be in April.

"We've done reasonably well publishing a newspaper considering this (existing) building was a feed store at one time and wasn't designed for that purpose," says General Manager David A. Osborne. "But it's nice to have our own building designed just for a newspaper."

To obtain the space it needed, the Enterprise-Record had to leave the central part of town, as a number of other newspapers have done (presstime, Aug. 1985, p. 29). "Our one regret is in leaving downtown Chico. It's a very vibrant downtown area and we liked being located there," Osborne says. "We just ran out of land, though, and our new plant about two miles away gives us easy access to downtown."

SLOWING IT DOWN. When growth is fast, newspapers can be faced with the need to replace old facilities more quickly than anticipated.

Even so, many newspaper executives note that it is important to proceed carefully in a building project because mistakes can be costly.

Frequently, people from one newspaper will talk with their counterparts elsewhere about which design firms to retain, and they frequently tour new newspaper facilities in other areas before signing construction contracts.

Paddock Publications' Baumann says he found such visits highly informative. "Every plant we'd visit, we'd get more ideas. Newspapers are very helpful with one another, and I believe it's important for our industry to be that way—taking the time out to show people around and answer questions. Now that our plant is finished, it's our turn to help out."

John Pellegren, founder and president of The Pellegren Corp., is one of the architects who recognizes the trend toward more careful deliberations and the tendency to rely less on the fast-track approach to expansion.

"People are going back to the old-fashioned way of doing things, taking the time to get good competitive bids," Pellegren says. "They're taking it slow because they know it has to last. They're also seeking their architectural firms more closely. They're asking for references, going out to look at what the architects have done in other locations."

The fast track is often taken when it's important to get a facility operating quickly so that additional revenues can be generated right away, architects say. Using that procedure, clearing and grading—and even pouring foundations—are done before the design is completed, and a contractor (or contractors) is decided upon without competitive bidding.

A significant drawback is that a building constructed by the fast-track method usually costs more.

"Newspapers always wait until the last minute to do anything, and we're as guilty of that as anyone else. We'd like to have the building completed sooner," says Morris of The State-Record Co. However, the Columbia newspapers—opting for the more methodical, bid-solicitation procedure—"decided to bite the bullet and give up the few additional months 'fast track' would have saved us."

"We believe each project has to stand on its own, but in Columbia, fast track wasn't the answer. Our presses are old, being used beyond their capacity, and the mailroom is cramped," Morris says. But the newspapers concluded they could live with those problems "a bit longer" and thus "take our time and do the design carefully."

Donner of The New York Times Co. has overseen both fast-track (most recently at the company's daily in Santa Rosa, Calif.) and non-fast-track projects. He says that in addition to the problem of not having a final cost until late in the project, the fast-track method can lead to "too many mistakes."

Not all newspapers have abandoned speeded-up construction schedules, however, and architects say the fast-track option may be desirable particularly if a newspaper finds itself in an emergency situation.

LONG-TERM PLANNING. Of course, long-term planning can prevent that kind of headlong dash into construction, and architects say many newspapers are finally heeding advice to plan for future contingencies. Not doing so can mean a building is inadequate not long after it's occupied.

In California, the Newhall Signal planned for possible future expansion by designing the front portion of its new building so it could support an additional story. The pressroom can also handle an additional press line when needed.

Baumann of The Daily Herald says planners made certain there was plenty of room for expansion on the newspaper's new 4.5-acre site in suburban Chicago, if and when the need arises.

The Morning News and Evening Journal of Wilmington, Del., also are taking the long view as they plan a new building. Michael J. Christopher, assistant production director, says, "Our mailroom is in desperate need of space because we have very little on-site storage, we're in an old building that needs a lot of renovation, our presses are at their capacity. However, we know we can't expand here. We're surrounded by small shops and restaurants, and there's no place to go."

Christopher adds: "We do know that the site we select will need room for almost 100-percent expansion. You're boxing yourself in too much for the future if you don't allow for that." ☐

There Was

In mid-January, The Capital in Annapolis, Md., opened its new, 80,000-square-foot newspaper publishing plant on the edge of town, a spacious, high-tech facility that emerged from two and a half years of careful planning and a year and a half of construction.

The three-story, $10-million structure replaces the newspaper's former quarters—a cramped building one mile closer to the crowded downtown area of the historic Maryland capital. The newspaper, which dates its beginnings to 1727, had been housed since 1948 in a building that at various times had been a bowling alley and a gas station.

With the new building came an additional $4-million worth of new newspaper equipment, including mailroom inserting machines, a color scanner and a leased five-unit Goss Headliner press with 80-page and four-color capacity.

For Philip Merrill, president and publisher of The Capital (evening, circulation 39,848), the handwriting had been on the wall for several years.

"It was clear we had to build. We should have built a new plant five years ago," Merrill says. "There were too many problems here. We had trouble getting the newspaper printed, and because of afternoon traffic and our location we had trouble getting the paper out and delivered."

Many of the problems stemmed from the success of the newspaper itself. Since the mid 1960s, circulation and the average number of pages per edition have tripled.

Production was hampered by nearly 20-year-old presses that could print a maximum of 48 pages and limited color. In addition, there were severe space limitations everywhere, particularly in the newsroom, pressroom, newsprint storage area and parking lot, where delivery trucks and employees' cars competed for space.

And the delivery trucks' problems were only beginning once they got out of the parking lot. Then they had to negotiate through heavily congested streets to make bundle drops.

So, in early 1983, Richard P. Murchake, the newspaper's production director, began fact-finding trips to other newspapers with new plants, such as the Asbury Park (N.J.) Press.

No Choice in Annapolis: 'It Was Clear We Had to Build'

The next step, in late-1984, was the creation of three committees, each with three members, to guide financing, site selection, and design and construction. Publisher Merrill chaired the finance committee, which included the newspaper's controller and general counsel. Murchake headed the other two committees and was appointed by the publisher to supervise the entire project. Serving with Murchake on the site selection and design and construction committees were the circulation manager and the controller.

From then on, the committees met almost weekly. They reported to Merrill, but Murchake says the publisher followed their recommendations for the most part.

In January 1985, the finance committee determined that the plant would be financed through $10 million in industrial revenue bonds and that in the beginning the new press would be leased with the likelihood of purchase in a few years.

By February 1985, Merrill, Murchake and the other newspaper executives had a good idea of what they wanted in the way of a building. After interviewing a number of architectural firms, they selected Denver Design Associates to prepare the blueprints.

Then it was time to select a site. About half a dozen were considered, Murchake says. All were within a mile or two of the newspaper's former location and all were approximately the same size.

The physical layout of Annapolis has made deliveries tricky for the newspaper. The city is located on the Cheasepeake Bay, and two rivers, the Severn and the South, run through the city into the bay. There are two bridges across each river, and they are often clogged with vehicles.

The newspaper executives delayed the decision on the site until federal, state and local highway officials decided where permanent access roads to two major highways would be located.

In mid-1985, after that access had been determined, the final site was selected.

Murchake says the 10-acre plot offers the most convenient access to the highways and the bridges and will best enable the newspaper to meet its goal of completing home deliveries by 5 p.m.

In August 1985, with financing arranged, location selected and building plans ready, general contractor Dalsemer, Catzen and Associates Inc. of Baltimore began site preparation.

Murchake says construction proceeded smoothly, but there were "a lot of little details to keep track of." By keeping track of those details, from the installation of plumbing fixtures to the laying of computer wires, he avoided unpleasant "surprises" during construction, he says.

Construction of the production facilities was completed last September, and the presses and mailroom equipment were up and running by mid-autumn. The editorial, advertising, business-office and other staffs completed their move in mid-January when the rest of the building was finished.

On Jan. 19, The Capital published for the first time with all departments operating in the new building.

It had taken four years from conception to completion, but Merrill, Murchake and their colleagues are pleased with the spacious new building with its high-speed presses, tripled mailroom space, 20,000-square-feet of newsprint storage space, large newsroom and other facilities.

In addition to publishing The Capital, Merrill's company—Capital-Gazette Communications—publishes three Maryland weeklies and one semi-weekly at the Annapolis plant. Much of the color separation and other pre-press work for The Washingtonian and Baltimore magazines, also owned by Capital-Gazette Communications, will be done in the new plant.

The Capital also plans to print more color and is considering a Sunday edition, which was not previously feasible. *—Rosalind C. Truitt*

The Capital's new newsroom (above) offers a break from cramped conditions (right) of the old building near downtown Annapolis.

POSITIVELY NEGATIVE

Some newspaper photographers shoot only print film for the option of running either color or black-and-white pictures

BY JAMES M. GODBOLD

On May 12, 1961, Life magazine featured on its cover a sparkling color photograph of astronaut Alan B. Shepard. He was being hauled aboard a helicopter after splashing down from the first U.S. manned space flight.

The photograph had been shot with Ektachrome, a slide film. However, the film was developed as a negative rather than a positive slide by eliminating one phase of the slide development process. From the original negative, transparencies and black-and-white and color prints were made. Most newspapers serviced by the Associated Press and United Press International used black-and-white photos made from the color negatives.

Thus the color negative came to be widely known as "universal pan," meaning that any use was possible. Not only could it yield color pictures, it also could be used to make black-and-white prints.

During the 1950s and '60s, Ektachrome often was developed to a negative image because there were no negative color films available that would deliver usable quality.

Most publications using color had no pre-press scanners for transparencies, or if they did, the units were at best experimental. Consequently, the only way color could be reproduced on a printing press was by taking a color print and making a series of metal photoengravings for the process colors magenta (red), cyan (blue) and yellow.

Use of scanners for making color separations did not catch on at newspapers until the early 1970s. The advent of such machines, coupled with the subsequent sharp rise in newspaper color, led to reproduction directly from transparencies.

While many newspapers still shoot only slides, a growing number appear to be using color-negative film, according to an informal survey for **presstime**.

Negatives give newspapers the option of running a picture in color or black-and-white. Black-and-white prints made from a color negative usually are vastly superior and less time-consuming than prints made from color slides.

One proponent of the shift to negatives is Harold G. Buell, assistant general manager for newsphotos of AP, which in January converted to negatives exclusively. "We want every photograph which we transmit to be available in color to any customer that asks for it," Buell says.

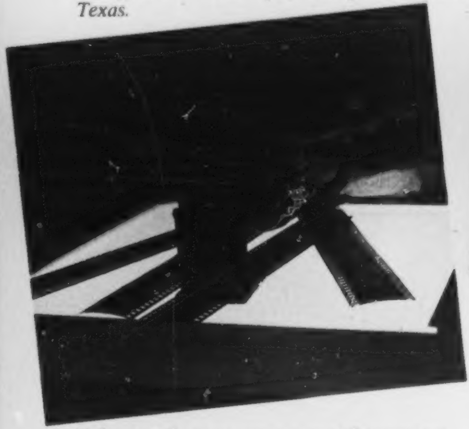
Accordingly, most AP photos still will be transmitted in black-and-white form. But AP members now can get any AP picture also in color.

Among other converts to color negatives are Tony Spina, special assistant to the managing editor of the Detroit Free Press, and George L. Honeycutt, director of photography of the Houston Chronicle. They say negatives, in effect, shift color quality control from the back shop—the scanning process—to the photographer's darkroom.

In color-negative work, as in black-and-white photography, there is considerable latitude for manipulation in the enlarging process. Prints can be dodged, burned, color-corrected and otherwise improved. In contrast, adjustments to positive-film pictures must be done in the process of making color separations. For some newspapers lacking the most up-to-date scanning equipment, improvements are made more easily when enlarging a negative in the lab.

POSITIVE SIDE. Despite the plaudits of Buell, Spina, Honeycutt and others, the majority of newspapers still are very positive on the merits of transparencies, especially regarding quality.

Ron Mann, photo editor of The Orange County Register in Santa Ana, Calif., insists that because of their diverse client needs, "the wire services are the only people with a legitimate reason for using negative color." The Register has



Color negatives are a common sight on many newspapers' light tables (above); prints can be enlarged to size and gang-separated (right).

Godbold is former director of photography for the Minneapolis Star and Tribune and for National Geographic magazine and a former publisher of community newspapers near Chicago and Houston. He currently is a free-lance photographer and owns a photo shop in Tomball, Texas.

conducted quality tests and believes transparencies still yield better color.

The Register shoots mainly the Japanese-produced Fujichrome film with speed ratings of ASA 50 and 100—considered relatively slow in this era of 1,000 and 1,600 ASA. Many other newspapers also have reported using Fuji film—as opposed to that of newspapers' old standby, Kodak—for transparency work [presstime, March 1986, p. 10]. When shooting negatives, however, photo managers say Kodak's Kodacolor is the choice over Fujicolor.

George E. Sweers, assistant managing editor and director of news illustrations of the St. Petersburg Times, also favors slides, although he agrees negatives have some pluses including time savings, especially when processing multiple photographs on a tight deadline. In such instances, color prints can be made to size in the darkroom and "gang separated."

Some newspapers use different films and different processes, depending on the shooting situation. For example, Geary G. Broadnax, assistant photo editor of The Houston Post, says his photographers use all slide film for general photography but under some lighting conditions (such as Houston's Astrodome) use negatives. Negative color is easier to correct to a proper color balance, he says.

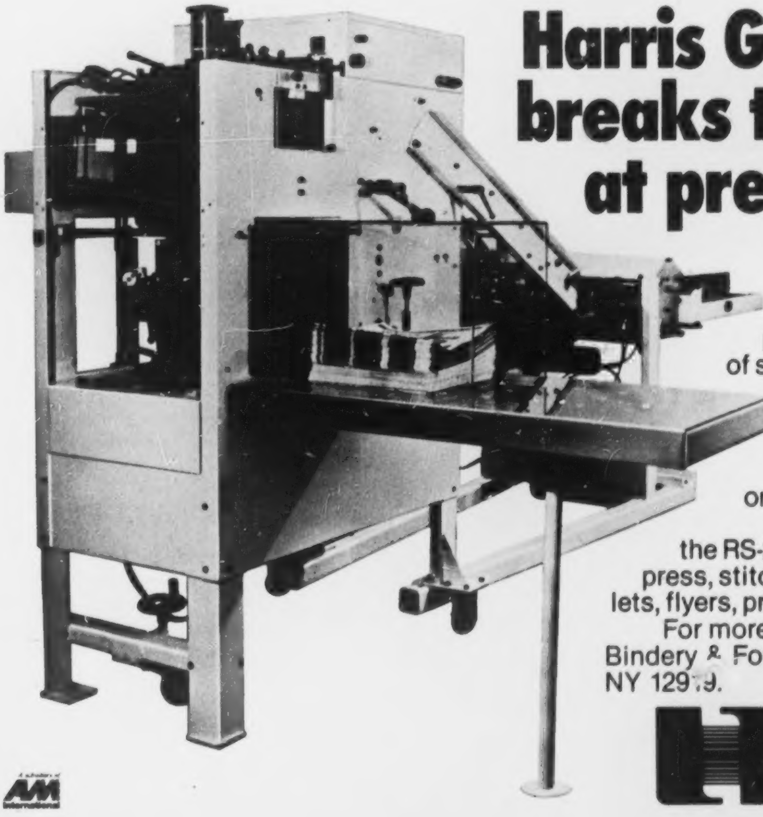
Other papers say they prefer to deal only with slides because color-negative film requires having a darkroom technician who can make color prints. They say they would rather hire another photographer than another technician.

Carl Davaz, photo editor of the Eugene (Ore.) Register-Guard, says he has the best of both worlds. "Although we are 99-percent chrome (slides, when shooting color), we can scan direct from a color negative with results equal to" a transparency, he says. The Register-Guard shoots transparency film exclusively but occasionally receives color negatives from outside sources.

Regardless of the technique, one point is apparent in the overall negative-versus-positive color picture: Electronics and printing equipment have a big impact on final quality.

Moreover, there seems to be a consensus among newspaper photo experts—one that accentuates the negative. If there is any question whether a newspaper will end up running a shot in color or black-and-white, use color negative film. It eliminates getting "burned" if a change in editorial plans demands color art and only black-and-white shots are available. ☐

> *If there is any question whether a newspaper will end up running a shot in color or black-and-white, use color negative film. It eliminates getting "burned."*



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HARRIS GRAPHICS

GAMBLING ADS

Prohibitions on newspapers' running advertising for bingo and other 'lottery' events put them behind the 8-ball

BY MARGARET GENOVESE
presstime staff writer

The Albert Lea (Minn.) Tribune does not run ads for state-licensed bingo games conducted by local charities. Nor does it contain advertisements for the state-conducted Iowa Lottery, although the community is a scant eight miles from the Iowa border.

The 9,018-circulation daily refuses such ads *not* because its Publisher Donald F. Jones has any qualms about promoting gambling. On the contrary, Jones would like to accept the ads.

It refuses them because 20 percent of the paper's circulation is mail-delivered, and it would be illegal to put newspapers containing these advertisements in the mail.

Publishers in other locations around the country have run up against similar legal roadblocks. The barriers are built primarily of federal laws restricting the advertising of a "lottery"—a term covering everything from church bingo to state lotteries to casino gambling. (However, it does not include parimutuel horse race wagering, because horse race handicapping is considered a "skill" and not a game of chance, according to an official of the Harness Tracks of America.)

Depending on the state and the types of lotteries legal there, the restrictions can cost newspapers a "substantial amount of revenue," according to René P. Milam, ANPA counsel.

Other newspaper observers say they also cause community relations problems for newspapers when they have to turn down ads from local charitable groups. They affect smaller newspapers more than larger ones. And, because some newspapers run the lottery ads despite the law, they even set newspaper against newspaper.

But, "primarily, it's a First Amendment issue," says Milam. It is the same issue that makes newspapers fight bans on cigarette and liquor advertising—that what is legal to sell or do should be legal to advertise.

Minnesota Publisher Jones cannot run ads from this American Legion bingo game.

"It seems to me that the newspaper reader is entitled to information about these legitimate local activities and to make up his own mind whether he wants to participate," says attorney P. Cameron DeVore of Seattle, an expert on commercial free speech. "So the classic First Amendment argument about not taking a paternalistic view, and providing more information so that free speech will permit free decision-making, applies."

In Minnesota, Publisher Jones insists on his newspaper's strict adherence to the law, although he considers the law "unfair" and observes that another newspaper in the area carries bingo ads, seemingly in violation of the law. "I do not run around the country breaking the law" even though the law appears to be "ridiculous," he says.

The restrictions can cost newspapers a "substantial amount of revenue."

Through the Minnesota Newspaper Association, Jones and other publishers in that state have gone to federal court seeking a declaration that the sections of the federal laws prohibiting mailing of lottery ads are unconstitutional. A similar challenge is being made by Aimes Publications Inc. of Buffalo, N.Y., whose magazine, Lottery & Gaming Review, was denied a second-class mail permit because it carries lottery advertisements.

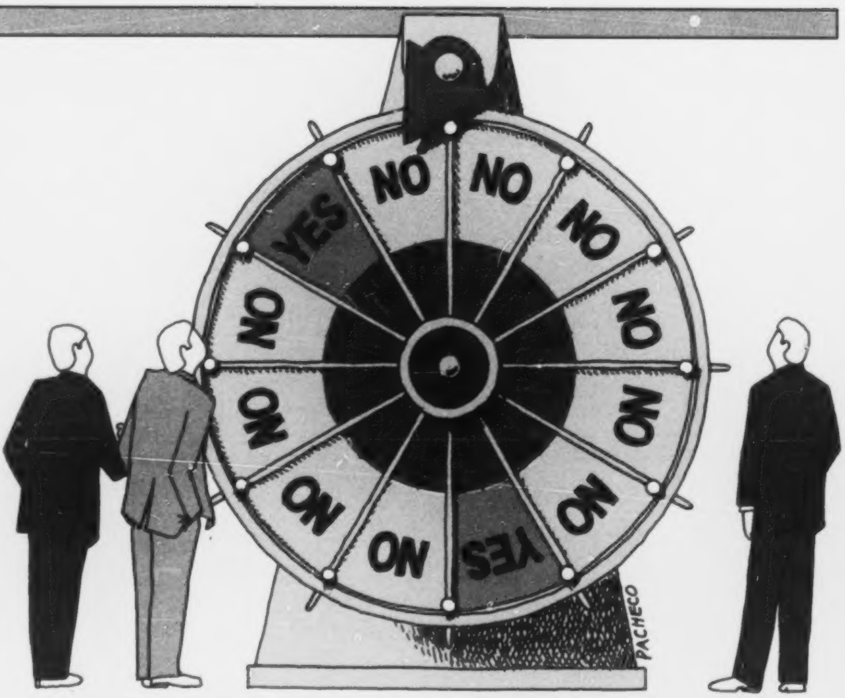
The attorney for MNA believes that the chance of the newspapers' prevailing in court, once better than even money, now is a long shot.

The reason is a 5-4 decision rendered by the U.S. Supreme Court last July in *Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico.* That decision upheld the constitutionality of Puerto Rican law prohibiting casino gambling advertising aimed at residents of the island (**presstime**, Aug. 1986, p. 34).

The Puerto Rico Legislature "surely could have prohibited casino gambling by the residents of Puerto Rico altogether," wrote Justice William H. Rehnquist, now chief justice of the United States, in the majority opinion. "In our view, the greater power to completely ban casino gambling necessarily includes the lesser power to ban advertising of casino gambling. . . ."

Before *Posadas,* the odds were "probably 60-40" in favor of the Minnesota newspapers' winning their case, says MNA attorney Mark R. Anfinson of Minneapolis. "It wasn't a laid-down hand," says Anfinson. "But we had some strong legal arguments."

Although he is not as pessimistic as he was immediately after the court issued its *Posadas* ruling, Anfinson now puts the odds at only about 25-75 in the newspapers' favor.



Some experts say newspapers have a long-shot chance of getting federal laws in question overturned.

An attempt also will be made in this session of Congress to repeal the federal statutes restricting lottery advertising, although newspapers have not come up a winner in similar previous efforts. U.S. Rep. Barney Frank (D-Mass.) says he is "hopeful" he will be able to garner sufficient support for his legislation to allow advertising for state-authorized and regulated lotteries, but "some people are nervous about the opposition of anti-gambling groups—that has been the problem in the past."

RESTRICTIONS. The primary restrictions on gambling advertising are found in the federal criminal code. Under federal law, except for state-run lotteries, it is a crime, punishable by a fine of up to $1,000 and one or two years in jail, to:

- Import into the United States or carry in interstate commerce "any advertisement of" any "lottery, gift enterprise, or similar scheme"
- Put into the mail "any newspaper, circular, pamphlet, or publication of any kind containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance"
- Broadcast "any information of or information concerning any lottery, gift enterprise, or similar scheme."

In addition, there are some limits on the advertising of state-run lotteries, although the law was liberalized in that area for newspapers in 1975 and for broadcasters a year later. It is still permissible to advertise only in the state holding the lottery and in adjacent states with their own lotteries. The latter provision is the reason newspapers in Minnesota, a state without a lottery, cannot mail newspapers advertising the one in Iowa.

In addition to the criminal code restrictions, a section of the postal statutes also declares lottery advertisements "unmailable."

The laws are "not properly understood," says Robert J. Brinkmann, general counsel of the National Newspaper Association, an organization made up primarily of smaller dailies and weekly newspapers. "Most people think you can't put a lottery ad in a newspaper that's mailed but it's all right if carrier-delivered. That's not necessarily true," he says, pointing to the section barring interstate commerce in lottery advertising. "I would think an awful lot of (newspaper) distribution systems might be in interstate commerce," he says.

Brinkmann believes the laws are violated "all the time," principally out of ignorance. For example, advertising executives at some papers in New Jersey and Nevada, both states with legalized casino gambling, were unaware of the laws when questioned by presstime.

Because the main arm of enforcement of these laws is the local postmaster, newspapers with a large number of mailed copies and located in communities with charitable bingo games are the ones most likely to be informed about these laws, newspaper association lawyers say.

Although the same laws also prohibit placing a list of prizes awarded by lotteries in the mail or interstate commerce, which would seem to restrict news reporting on lotteries, Minnesota Newspaper Association attorney Anfinson says a 1969 federal court decision in New York made it clear that news stories are protected by the First Amendment and cannot be banned.

In addition to the federal laws, there is a patchwork quilt of state restrictions on gambling advertising.

For instance, in Puerto Rico, New Jersey and Nevada, where casino gambling is legal, there are a variety of restrictions:

Brinkmann believes the laws are violated "all the time," principally out of ignorance.

- In addition to barring advertising aimed at residents of the island, Puerto Rico also requires casinos to submit to gambling regulators for "prior editing and approval" any advertising directed toward tourists.
- New Jersey prohibits casinos from advertising information about odds, the number of table games or the size of the casino.
- In Nevada, regulations adopted by the Nevada Gaming Commission authorize it to act against a casino for "failure to conduct advertising and public relations activities in accordance with decency, dignity, good taste, honesty and inoffensiveness."

States that permit charitable gambling also may have restrictions. "You have as many different types of regulations as there are jurisdictions," says John E. Jacobson, executive director of the National Association of Fundraising Ticket Manufacturers, which represents manufacturers of such things as bingo cards and other gambling paraphernalia.

Jacobson formerly was in charge of regulating charitable gaming in North Dakota. That state restricts the amount of gambling proceeds that may be used for advertising. The expenditures must come out of the 40-55 percent of the proceeds set aside for "expenses." They may not come out of the percentage of the proceeds earmarked for charity.

In Michigan, on the other hand, there is no restriction on the use of gambling proceeds for advertising. But the state imposes a long list of size and content restrictions, including limiting newspaper advertising about bingo games to one column wide by one inch high, type no larger than 10 point, copy consisting of no more than seven lines, and only one ad per publication.

OVER THE YEARS. The federal laws barring the interstate transportation, importation and mailing of lottery advertising were originally enacted to try to stem the spread of several legal, but unregulated, lotteries. The leading one was the Louisiana Lottery.

According to I. Nelson Rose, professor of law at Whittier Colllege and an expert in gambling law, the Louisiana Lottery was one of the largest gambling operations ever. "There is a question as to whether it was corrupt or not; it certainly was out of control," he says.

The Louisiana Lottery was part of a second wave of legal gambling to hit the United States, according to Rose. It occurred after the Civil War. The first wave swept the nation during the Revolutionary War period.

The third wave, in which the nation is now engulfed, started with a "mini-wave" during the Depression, adds Rose. It was in this period that Nevada, for example, legalized casino gambling. The wave gained force in 1964 when the first state-operated lottery began in New Hampshire.

According to the National Association of State Lotteries, 22 states and the District of Columbia now conduct lotteries. Another five states approved lotteries in the November elections, but have yet to put them into operation.

A total of 47 jurisdictions have legalized bingo, according to Gaming & Wagering Business magazine.

This growth in gaming activity and acceptance has caused the newspaper business to question the current pattern of restrictions. In 1984 congressional testimony in support of legislation to ease lottery advertising restrictions, ANPA and NNA asked: "Is it not time for Congress to decide that what may have been appropriate for 1890 and the following decades is no longer appropriate in the 1980s?"

The organizations also contended that the laws discriminate against smaller newspapers. Larger newspapers are primarily carrier-delivered and can afford to do a separate press run for copies mailed or carried out of state; smaller newspapers, which tend to rely more heavily on the U.S. Postal Service for delivery, cannot, they said.

The Akron Beacon Journal, for example, groups its bingo ads on one page and replates the page with a house ad for the approximately 600 copies it places in the mail. William B. Aylward, assistant circulation manager, complains that this is expensive and causes delays in getting the regular edition on the street. Aylward, chairman of the Postal Committee of the International Circulation Managers Association, says the federal laws are "preposterous" and should be changed.

CHANGES, CHALLENGES. The challenge to lottery advertising restrictions has had some limited success. In 1984, for example, Kentucky's attorney general issued an opinion that the state's prohibition against publication of "any matter, announcement or statement in anywise concerning any lottery, drawing or scheme of chance" was unconstitutional. The assistant attorney general said the statute has a "chilling effect on a publisher's First Amendment right to free speech."

The Minnesota Newspaper Association and Aimes Publications are hoping for similar results in their court challenges.

In addition to their First Amendment claims, they also raise a discrimination issue, charging that the Postal Service has not enforced the law uniformly. MNA Manager Linda I. Falkman calls the USPS denial of that allegation "nonsense."

"We've got documented cases where a newspaper runs a bingo ad (and) they get a letter that says, 'You stop it, or you could go to jail,'" she says. "In other towns they can run bingo ads all the time and their postmaster doesn't say a thing."

Some Minnesota newspaper publishers have gotten "so mad" at this situation that they have turned in neighboring newspapers to the postal authorities, she says. "It's turning publisher against publisher."

The resolution of the case "will come down to whether or not the court believes the statutes are, in fact, unconstitutional under the First Amendment as we have claimed and whether they have been applied in a discriminatory and arbitrary fashion," says Falkman. ☐

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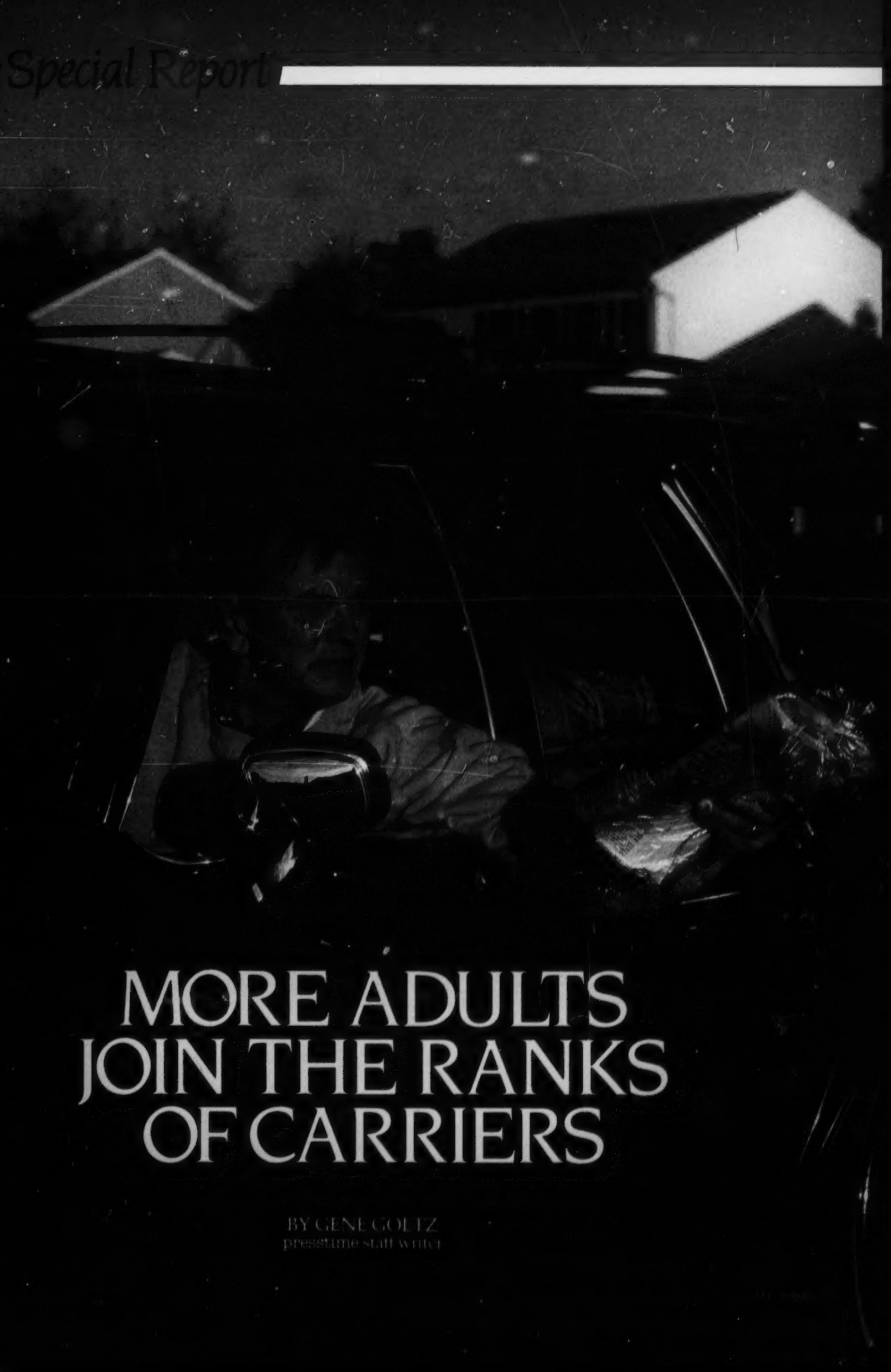


MORE ADULTS JOIN THE RANKS OF CARRIERS

BY GENE GOLTZ
presstime staff writer

Although 'little merchants' still deliver more than half of all newspapers sold, increasing numbers are delivered by adults. Societal and newspaper changes are behind the switch.

M.C. Valada

A 1986 ICMA survey found nearly three-quarters of newspapers used little merchants.

It seems in retrospect like a simpler, more innocent time back when the grocer, the iceman, the milkman and the paper boy all delivered their goods to the home. Of these, only the paper carrier still faithfully delivers.

But the newspaper carrier force is changing.

At one time, nearly all newspapers were delivered by youths—either by home delivery or hawked on the street. Today, single-copy sales from racks or newsstands account for about 20 percent of all sales. Adults make up about 15 percent of the carrier force, but the average number of copies delivered by each adult is considerably greater than the average for each youth carrier. Altogether, kids today distribute little more than half of all daily newspapers, circulation experts say.

And the trend is growing: The much-revered "little merchant" system is eroding.

Although children remain the majority of deliverers, some newspaper executives see the day coming when the typical deliverer is not the 12-year-old kid dropping the paper on the doorstep but the middle-aged person flinging it from a car or stuffing it into a delivery tube.

The adult may be an independent contractor, an employee of the newspaper or a hybrid known as a delivery agent, but there are more of them delivering newspapers every day.

An ANPA task force concluded after five months of study last year that the little-merchant system is indeed faltering, but it said newspapers should not be prepared to administer the last rites any time soon. According to the task force, youth carriers will remain, along with adults, part of the "optimum" distribution system in the business.

The changing composition of the delivery force has come about because of societal changes in lifestyles, demographics and population, and because of changes in the newspaper business itself.

The percentage of households subscribing to the newspaper has decreased, in part because of the changing nature of households that now consist of more transient, single persons—a group of generally lower newspaper readership. This decline in household penetration has the effect of spreading out delivery routes over a larger geographical area. Meantime, suburbanization has created housing areas that are less concentrated and less accessible by foot or bicycle.

In addition, rising affluence has rendered the job of delivering the paper less of a plum in the eyes of many young people. And in some locations there seem to be fewer youngsters than there are jobs available—newspaper or otherwise.

And with the shift to morning publication by many U.S. and Canadian dailies has come a growing problem of convincing kids it is worthwhile to get up before dawn to deliver the paper—and of convincing parents it is safe for their children to do so.

Says circulation consultant Cyrus H. Favor: "The affluence of society is such that kids don't want to work. He turns his nose up at $25 a week delivering papers. He can make more as a caddy or mowing grass. So we've got problems. The prices charged for newspapers are not adequate to pay the youth a good wage. I begin to wonder how many decades we are going to be able to afford home delivery."

At the beginning of this decade, 93.7 percent of daily newspapers in the United States and Canada used the little-merchant system, according to a survey by the University of Missouri School of Journalism. A 1986 survey by the International Circulation Managers Association found that 72.8 percent of 681 responding newspapers used little merchants—a decrease of 22.3 percent. Both studies were coordinated by Joseph B. Forsee, who was associate professor of journalism at Missouri and is now general manager of ICMA.

The 1980 Missouri study also found that 68.2 percent of the newspapers were using adult carriers—signifying that a majority of newspapers deploy a combination of adults and kids in their delivery forces. In its study last year, ICMA found that the number of newspapers using adults exceeded 72 percent.

According to the Missouri study, there were 1,013,819 daily newspaper carriers in the United States and Canada in 1980, of which about 91 percent were youths. Forsee estimates that the number has dropped to 85 percent today. That would mean about 60,000 fewer kids are delivering U.S. and Canadian dailies now than were doing so at the beginning of the decade. The trend toward adults seems most pronounced in, but is not limited to, metropolitan areas.

Some circulation managers in smaller communities say they haven't noticed the change and still rely entirely on youth

> *"Crime being what it is, you can't get the young people. Parents aren't going to let their kids get up at 5 o'clock and let them go out on a newspaper route."*

carriers. But among circulation executives in larger communities, the trend is clear, even if it's unwelcomed.

"There is a big upswing to adults," says David W. Perona, vice president/circulation director of The Buffalo News (all-day, circulation 317,651), who still believes "the little-merchant system is worth preserving."

"It's a shame," says Henry Stevens, circulation director of the Tallahassee Democrat (morning, 54,126), who nevertheless agrees that more and more carrier jobs are being filled by adults. "I hate to see the little merchants plan go," he says. "It's excellent training (for kids to have a paper route), to meet the public, to manage their own business, to take care of money, to learn how to pay a bill."

But adult carriers also have their patrons. Patrick L. Marlton, circulation director of The Oregonian (all-day, 317,162) in Portland, says: "When we went to adult carriers, we eliminated all our service problems. Now we get one complaint for 2,000 customers. That's because you have adults, and when you have them, you cut down on turnover. With adults, we have no service problems, no circulation problems."

ICMA's Forsee thinks the trend has been a gradual one and will continue on that basis. "I don't see the pell-mell rush (to adult carriers) that some see," he says.

Regardless of the speed, the swing away from youth carriers represents a notable transformation for what has been a fixture on the national landscape—the newspaper carrier, an American icon, a prominent figure in our folklore.

Youngsters have been delivering newspapers in North America for more than 250 years. In his 1971 book *Circulation Management Training,* the late Robert A. Macklin credited Benjamin Franklin with being America's first newspaper carrier. Macklin, who was Forsee's predecessor as ICMA general manager, wrote that in 1718, at the age of 12, Franklin home-delivered papers for his brother, a Boston printer.

Initially, the youths who delivered papers or sold them on the street worked directly for the newspaper.

The little-merchant system was developed later. Under this system, which had its origins in London around 1833, the carriers buy copies of the newspaper at wholesale and resell them to subscribers at the retail price.

Over the years, the little-merchant system has drawn occasional criticism from those who decry what they perceive as the last stronghold of child labor.

In the United States, the crusade against child labor reached a denouement in 1938 with enactment of the Fair Labor Standards Act. The law forbade employing young people under 16, but it specifically exempted newspaper carriers as well as some other categories such as child actors and children working on family farms.

ADULTS YES, YOUTHS NO. Circulation directors across the country are by no means agreed on which system offers more advantages and fewer disadvantages. Among the advantages cited for adult carriers—and disadvantages for using kids—are these:

- **Turnover.** Circulation directors continually complain about the proclivity of today's youth to stay on the job a short while and then quit. Three to six months is the average time for a youth carrier to last, they report.

The Missouri study in 1980 found that carrier turnover ranged from 50 to 100 percent annually. It's worse than that in currently prosperous New England. The Providence Journal (morning, 84,220) and The Evening Bulletin (115,127) reported 145-percent turnover in 1985. More than 100-percent turnover was reported both at the Waterbury (Conn.) Republican (morning, 39,856) and the Waterbury American (evening, 28,419) and at the Lawrence (Mass.) Eagle-Tribune (evening, 58,174).

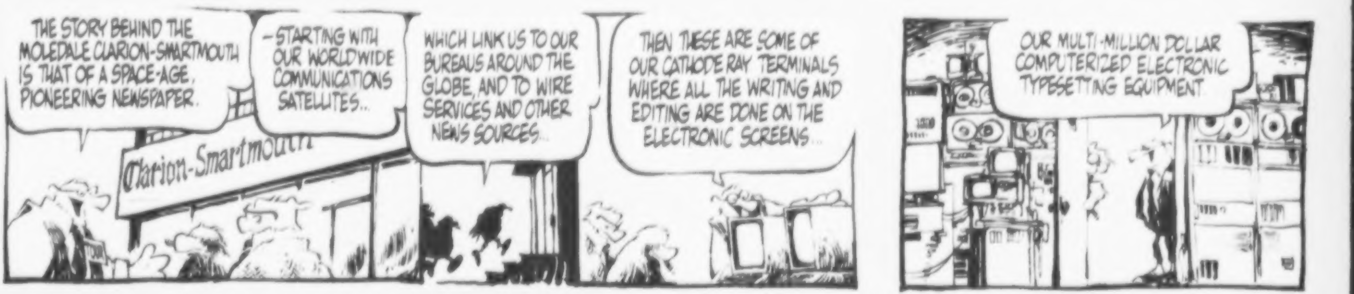
By contrast, newspapers that have shifted to adult carriers claim far lower turnover rates. Marlton says when The Oregonian made its shift to adult carriers in March 1983 the turnover rate dropped drastically. "Some of the (adult) agencies have not had a turnover in the past two years," he says. "That's unheard of in the newspaper industry."

The Globe and Mail (morning, 313,647) of Toronto was having to replace an average of 150 to 200 youths each week out of 2,700 total carriers—a weekly turnover rate of 5.5 to 7.4 percent of the carrier force. After replacing the 2,700 youths with 550 adults, replacements dropped to 10 or 12 carriers per week—a rate of 1.8 to 2.2 percent.

Why do the young carriers quit? "Crime being what it is," says James Long, circulation director for The Knoxville (Tenn.) Journal (morning 43,768) and the News-Sentinel (evening 102,340), "you can't get the young people. Parents aren't going to let their kids get up at 5 o'clock and let them go out on a newspaper route, and I don't blame them."

It's not only the crime; many of the youngsters apparently feel it's a crime to have to get out of bed so early. In a survey

'Shoe'


THE STORY BEHIND THE MOLEDALE CLARION-SMARTMOUTH IS THAT OF A SPACE-AGE, PIONEERING NEWSPAPER.
–STARTING WITH OUR WORLDWIDE COMMUNICATIONS SATELLITES...
Clarion-Smartmouth
WHICH LINK US TO OUR BUREAUS AROUND THE GLOBE, AND TO WIRE SERVICES AND OTHER NEWS SOURCES...
THEN THESE ARE SOME OF OUR CATHODE RAY TERMINALS WHERE ALL THE WRITING AND EDITING ARE DONE ON THE ELECTRONIC SCREENS...
OUR MULTI-MILLION DOLLAR COMPUTERIZED ELECTRONIC TYPESETTING EQUIPMENT

conducted last summer by Glenn Gamst, research analyst at the San Jose Mercury News (all-day, 264,492), youth carriers cited "getting up in the morning" as one of the top reasons for quitting a route.

Other reasons given were:

1.) Too little pay, too much work.

2.) The newspaper was too heavy and the routes were too spread out.

3.) Problems with district managers.

4.) Parents told them to quit.

The carriers also said they quit because they had to collect payments from subscribers, get a substitute when necessary, field customer complaints, work seven days a week and solicit new customers.

- **Labor supply.** The end of the "baby boom" in the mid-1960s has created a shortage of young people to fill jobs available to them. This is evident throughout the country but appears to be particularly acute in New England, where a booming economy has created abundant jobs. In the June issue of its Update magazine, ICMA ran this headline across the front page: "New England Desperate for Carriers."

"It's hard to motivate the kids for the amount of money they make," says Morley Piper, executive director of the New England Newspaper Association. "They can cut a lawn or two and make the same amount of money they make on a paper route. Or they can work in a fast-food place."

Nature, though, may be helping to alleviate the problem. Piper notes that many of the offspring born in the peak years of the 1946-64 baby-boom—the mid-50s—have had children that in three or four years will be old enough to be newspaper carriers.

- **Reliability.** Circulation people are by no means unanimous on the point, but many say that adults are more reliable than youths.

Most newspapers that employ adults require a written provision for a substitute; if the regular adult is ill, the substitute takes over automatically.

The St. Louis Post-Dispatch (morning, 370,000) has been delivered almost entirely by adults for many years. "The route is the adult's responsibility," says Circulation Director Roger Ruhe. "We will not run that route for them." On the other hand, if a youth gets up and doesn't feel well, Ruhe says, the mother will tell him to stay home, and often the district manager has to deliver the papers.

R. Victor Dix, vice president and publisher of The Daily Record in Wooster, Ohio (evening, 25,606), recalled an instance when a girl carrier went to an Ohio State football game and did not deliver the Saturday paper until Sunday.

- **Economics.** Some circulation managers say adult carriers end up being cheaper because the newspaper needs fewer district managers to supervise them and fewer people in the circulation office to handle complaints and other support duties.

In Toronto, for example, The Globe and Mail reduced its district managers from 80 to 21 when it switched to adults. After the switch, complaints were reduced from 4,000 a week to 900, says Nicholas Russo, circulation director.

- **Workload.** As the survey by the San Jose Mercury News made clear, the growing size of the newspaper has fed the trend toward adult carriers. Adults, who usually deliver in cars, station wagons or pickup trucks, can more easily handle the heavier papers of today than youths on foot or bicycle.

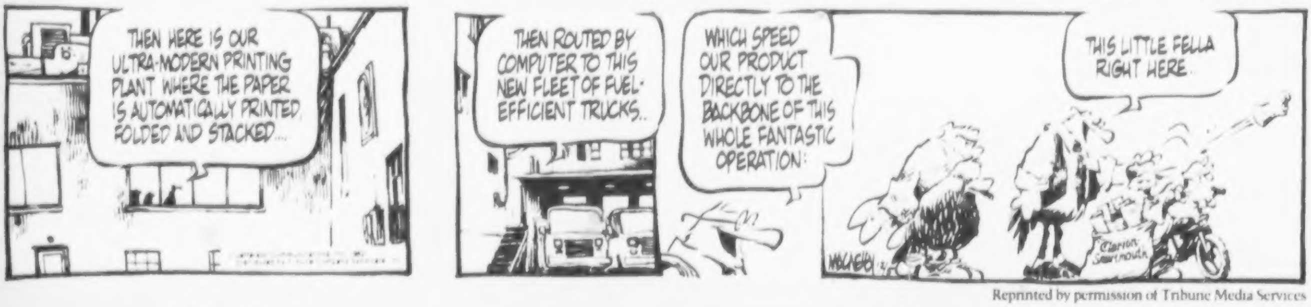
Big-city Sunday papers can weigh 10 pounds or more, and those published in smaller metropolitan areas can also be heavy. For example, on the Sunday after last Thanksgiving, The Columbus Dispatch (morning, 248,121) contained 824 pages and weighed 7 pounds.

Says Marlton of the adult-delivered The Oregonian: "Papers are so big today that kids can't handle 25 papers. Twenty-five (Sunday) papers weigh over 100 pounds. How the hell is a kid going to handle 100 papers? You can't even get that many into a Volkswagen any more."

- **Crime.** Since 1982, at least seven youth carriers have been abducted, raped or murdered while delivering papers. And the San

Youths tend to provide personal service.

By Jeff MacNelly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THEN ROUTED BY COMPUTER TO THIS NEW FLEET OF FUEL-EFFICIENT TRUCKS..
WHICH SPEED OUR PRODUCT DIRECTLY TO THE BACKBONE OF THIS WHOLE FANTASTIC OPERATION:
THIS LITTLE FELLA RIGHT HERE.
Clarion Smartmouth
MACNELLY

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"Youth carriers create much more rapid circulation growth." They have a personal touch and get to know customers and potential customers.

Jose survey found that 32 percent of Mercury News youth carriers had been personally scared "by someone or something" while delivering papers.

Heightened concern for safety led ICMA in 1985 to publish a 141-page book on safety awareness. It contains numerous examples of newspapers' individual safety programs and offers suggestions for precautions by young carriers.

Fifty years ago people who lived in center-city areas were not afraid to walk the streets after dark. Today, there are areas of some big cities where newspaper circulation departments have simply abandoned efforts at home delivery, according to ICMA's Forsee.

In some places, newspapers have turned to adults to deliver in what Ruhe of the St. Louis Post-Dispatch calls "tough" neighborhoods. Both Ruhe and Perona of The Buffalo News say they strive to find a resident of the neighborhood to do the job.

"When I came here, they were bringing people in from the suburbs to deliver the paper" in areas where street gangs roam, Perona says. "They couldn't cut it."

The Oregonian's complaint rate dropped after converting to adult deliverers.

YOUTHS YES, ADULTS NO. Despite the slippage in the use of kids to deliver the newspaper, the little-merchant system still has its ardent supporters.

By far the greatest factor mentioned by newspapers that retain little merchants is an affection for the system, based in part on sentiment and in part on the business experience youngsters gain as carriers.

The training youth carriers get provides lifelong benefits, says Buffalo's Perona, who supervises 4,327 of them plus about 120 adults.

"A lot of people have benefited from their [youthful] newspaper experience in adult life," he says. "With kids, money is not the prime motivator. It might be the reason they start, but it's not the reason they stay. Kids can learn a lot from their newspaper route, even when they have bad experiences."

William T. Malone, president and publisher of the Arkansas Gazette (morning, 126,346) of Little Rock, says, "I'm opposed to the trend toward adult carriers. A part of the selling routine for parents is the business training Johnny or Suzy will get for later life. To replace the kids is not being fair to the youth of America today."

Among other points cited by little-merchant proponents are these:

Service. Youths, by consensus, will do one thing adults usually will not do. They will place the newspaper inside the storm door or on the porch, out of the weather. How much this is worth in terms of circulation numbers probably cannot be measured, circulation experts say.

In New England, that high degree of delivery service is traditional, and customers demand it, says Piper of NENA. Although some papers in the region have adult carriers, and despite the relative shortage of youths there, the heavy majority use youths exclusively, Piper says.

Customer contact. Doorstep delivery also means that youth carriers come into contact with their customers more often than the adult who flings the paper onto the lawn or driveway, or puts it into a tube next to the mailbox.

In many places, youth carriers still make door-to-door collections, too. Circulation executives say that when the carrier meets the customer, good will is invariably the result.

Selling. Some circulation managers claim that young people are better salespeople than adults.

"Youth carriers create much more rapid circulation growth. We've seen it time and time again," says Timothy J. Alldridge, director of consumer marketing at the San Jose Mercury News. Kids, he says, have a personal touch and get to know customers and potential customers. Most adults who moonlight as newspaper carriers do not have time to solicit new customers, and many newspapers with adult carriers must employ extra crews—often young people—to bring in new subscriptions.

Cooperation. Most circulation executives say youth carriers are more pliable than adults. Even though the vast majority are independent contractors, youth carriers will cover the area assigned to them, charge the amount "suggested" by the newspaper, collect for the paper and solicit new customers. By contrast, many circulation directors say, adults will not canvass for new customers or collect, and newspapers have little control over prices charged for home delivery by adult independent contractors. Finally, litigation is fairly common between adult carriers and newspapers over a variety of issues, including termination, assignment of routes, status (employee or independent contractor), prices and control of subscription lists or territories.

The champions of the little-merchant system emphasize that before curbing or abandoning the use of youth carriers, newspapers should try to make the little-merchant system work. In a report last November to ANPA Chairman and President Alvah H. Chapman Jr., the Marketing and Distribution Task Force of the Association's Circulation and Readership Committee acknowledged that "the youth-carrier system is in jeopardy at many medium and large newspapers. For those newspapers, it may not continue in the future as the most important delivery means. Consequently, more adult carriers will be used."

However, "before a newspaper concludes that the youth carrier system is no longer effective, it should have done the utmost possible to ensure that all the necessary steps have been taken to make the system work," the task force added. It said, for example, that newspapers must meet four criteria if they are to compete successfully for carriers in the youth job market: "The job requirements have to be made realistic; carrier training and recognition programs have to be effective; compensation has to be competitive; and carrier supervision must be competent."

THE BUFFALO NEWS
Daily & Sunday

Adverse weather conditions pose formidable challenges especially for youth carriers on foot.

VARIATIONS ON A THEME. The distribution task force, headed by Seattle Post-Intelligencer Publisher Virgil Fassio, also reported that "the optimum distribution system" for a newspaper often involves a mix of delivery means—youths and adults operating as independent contractors, agents or employees—and the flexibility to adjust "the volume of newspapers among the various delivery systems when circumstances require a change."

Of the three major categories of carriers, *independent contractors* enjoy the most autonomy. The independent contractor is, by definition, an independent business person. He or she buys papers from the newspaper company at wholesale prices and sells them at retail. The contractor usually sets the price to subscribers for home delivery; the newspaper has no control over it.

The National Labor Relations Board and the Internal Revenue Service stipulate that the employer cannot control the means by which an independent contractor accomplishes his or her tasks.

Under the *agency* system, newspapers normally contract with one or more agents who make their own arrangements with other individuals to deliver the papers. The newspaper usually controls the price charged for the newspaper and handles collections, often by billing the customer for payment by mail.

Employees are paid directly by the company, either by the hour or by salary, and they get fringe benefits. The employee system allows the newspaper greatest control. It can tell the employee when, where and how to deliver the paper, how much to charge, and when to collect.

In its 1986 survey showing that 72.8 percent of 681 newspapers were using youth independent contractors, ICMA also found that 72.1 percent had adult independent contractors as deliverers. (The numbers are greater than 100 percent because of the combination of delivery methods commonly employed.)

About one-fourth of the newspapers reported having an adult agency system, compared with about 10 percent for youth agents.

Adult employees were being used for delivery at 8.6 percent of the newspapers. Only a handful (less than 2 percent) had youth-carrier employees.

COMPENSATION. Gross earnings of carriers generally vary from about 22.5 percent to one-third of the subscription price. As an example, The Columbus Dispatch pays both youth and adult carriers 31 percent of the $2-a-week subscription price. But adults earn more because they deliver 250 to 300 papers a day, compared with an average of 60 for kids, says Circulation Director John R. Brigham.

A youth carrier at the Dispatch with such a route thus would earn $37.20, a respectable sum for a teenager with a part-time job. An adult delivering 300 papers a day earns $186 a week. "That's

"The optimum distribution system" often involves a mix of delivery means—youths and adults operating as independent contractors, agents or employees.

An adult carrier who delivers 1,000 papers a day at the St. Louis Post-Dispatch would have a potential annual gross income of about $37,700.

not bad," Brigham notes, "for a part-time job." "The best adult carrier," he contends, "is a young married adult just starting a family. He can use the money." (The carrier force, of course, contains girls and women as well as boys and men, but no industrywide statistics by sex are available.)

By contrast, delivering the St. Louis Post-Dispatch is big business. An adult independent contractor wanting to sell his or her route can get from $50,000 to $90,000 for it, says Circulation Director Ruhe, who explains that buying a paper route in St. Louis means buying a money-making franchise. An adult carrier who delivers 1,000 papers a day would have a potential annual gross income of about $37,700, he says. And though most of the routes have 600 to 700 customers daily and 900 Sunday, Ruhe reports that several distributors do handle as many as 1,000 every day.

The list price of the Post-Dispatch is 25 cents daily and 75 cents Sunday; carriers earn a 35-percent commission.

The Norwalk (Ohio) Reflector (evening, 9,591) charges extra to customers who want their papers placed in tubes and pays adult carriers more for "tubing" a paper. The weekly price is $1.25 if the paper is thrown on the lawn and $1.39 a week if placed in a tube. Adult carriers on a motor route get 39 cents (31.2 percent of the purchase price) for each customer who gets a thrown paper and 51 cents (36.7 percent) for those whose paper is tubed.

Youth carriers in town get 32 cents (25.6 percent) per customer per week.

The Reflector is among the papers that also pay motor-route deliverers a mileage allowance. According to Carol McLaughlin, office manager, the Reflector's allowance is based on a formula that began years ago: Every time the price of gasoline at the pump goes up 7 cents per gallon, the newspaper allows an additional half-cent per mile driven. Of late, the rate has been 14 cents a mile.

PAYMENT METHODS, OTHER CHANGES. The circulation-revenue picture also is changing in terms of how customers pay their bills.

Figures collected by ICMA last spring indicate that about half the newspapers in the United States collect by the month, and two-thirds collect in arrears rather than in advance. Weekly collections by youth carriers remain the method used by 66 percent of newspapers in the Northeast; papers in other areas use a combination of methods, with many allowing the subscriber to select his or her preferred payment system.

For a growing number of customers, the preferred system is paying by mail or by credit card. Pay-by-mail billing intervals tend to range from one month to six months.

Circulation consultant William Merritt of Sun City, Ariz., a circulation executive for more than two decades at the Los Angeles Examiner (before it became the Herald Examiner) and at the now-defunct Washington Star, warns that it can be "a mistake" for a paper to bill every three, four or six months. "We have encouraged people not to bill more than two months at a time," he says because otherwise the amounts due become so high that some customers discontinue the paper.

Merritt and consultant Favor, a former ICMA general manager, also note that having the customer pay by mail instead of paying the carrier directly eliminates a prime opportunity for the customer to voice a complaint.

Accordingly, the Columbus (Ga.) Ledger and Enquirer found that 60 percent of pay-by-mail customers did not complain when something went wrong—they just stopped paying their bills and quit the paper. This exacerbated the ever-present problem of "churn" in which people start and stop the paper—a costly process of record keeping and logistics for newspaper circulation departments.

To restore personal contact, and to alleviate churn, the

Many Prominent People Started As Carriers

C. David Rambo

ICMA's Forsee adjusts portrait in Carrier Hall of Fame.

Some of the most accomplished people in business, government, show business and other endeavors got off to very early starts in their careers—at about ages 11, 12 and 13.

They were newspaper carriers, learning about money, honesty, service, responsibility.

Many of the more famous folks who have benefited from the experience are depicted at the 27-year-old Newspaper Carrier Hall of Fame maintained at the International Circulation Managers Association's headquarters in The Newspaper Center, Reston, Va.

Featured in the Hall of Fame are 97 prominent people who in their youth delivered newspapers and who praised the experience: Dwight Eisenhower, Herbert Hoover, Carl Sandburg, Carl Rowan, John Wayne, Jackie Robinson, Jack Dempsey, Julius Erving, Bob Hope, Bing Crosby, Danny Thomas and many others.

Columbus papers have asked their youth carriers to knock on the doors of overdue customers and remind them courteously that their bills are delinquent. The paper also runs customer-service ads telling subscribers how to register complaints.

Compared with pay-by-mail, a lesser number of newspapers have adopted the method of allowing customers to pay by credit card. One of the latest credit-card converts, the Akron Beacon Journal (evening, 155,023), began its system Dec. 1 and already has 35 percent of its subscribers paying with "plastic." The customer submits a Visa or MasterCard number to the circulation department, and the newspaper sends the bill automatically to the bank or other credit-card issuer.

Like much of the complex newspaper delivery equation, however, there are positive and negative factors to these types of payment plans for the dwindling number of youth carriers. On the positive side, the plans eliminate door-to-door collections, a procedure many youngsters find onerous. On the other hand, they virtually eliminate the tips youth carriers generally receive when collecting.

A multitude of other changes also are affecting newspaper distribution, including the increased computerization of the circulation department, the publication of total-market-coverage vehicles for non-subscribers, the use of plastic bags for some newspaper deliveries, and the development of novel programs designed to recruit and retain carriers.

On the latter score, R. Vincent Reynolds, circulation director of the Roanoke Times & World-News (all-day, 122,928), uses youth carriers to deliver the evening edition and adults for morning distribution. The youths don't have to get up early, and the adults are free to work at full-time day jobs, Reynolds points out.

James Midtbo, vice president/circulation director of the Minneapolis Star and Tribune (morning, 378,981), has split his paper routes two ways. He has one set of carriers for Monday-through-Friday editions and another set for weekend deliveries. This approach is aimed at alleviating carriers' complaints about the drudgery of having to deliver papers every day of the week.

Midtbo says the switch came when the Star, an afternoon paper, was combined with the morning Tribune into an all-day and then mornings-only publication. The former Star carriers were given the weekend deliveries.

The dichotomous system works well, he says, because 70 percent of the weekend carriers are young people—they have to get out of bed early only twice a week—and 70 percent of the Monday-through-Friday carriers are adults, who he says tend to be more reliable on weekday deliveries.

Such innovative approaches to carrier problems are being monitored by circulation executives throughout North America.

VISIONS OF THE FUTURE. A few people have questioned whether the newspaper of the future will need to be delivered at all by an individual. R.E. (Ted) Turner, the cable television magnate, once belittled the newspaper industry's distribution methods at an ANPA Convention. "Your news gathering is very efficient. It's the manner of your dissemination that is so inefficient," said Turner, who predicted that "the newspapers as we know them today will be gone within the next 10 years, or certainly playing a very reduced role." He said that in May 1981—nearly six years ago.

A prediction that is proving to be more accurate was made a year earlier by ANPA Vice President/Technical William D. Rinehart. "It is doubtful . . . that any of the technology currently being introduced could ever begin to replace printed newspapers, so long as we continue to deliver newspapers to the home economically," Rinehart wrote. He cited numerous unsuccessful attempts made to replace the traditional newspaper, from home facsimile of the 1940s to videotex then in its infancy [presstime, June 1980, p. 21].

Readers will continue to spurn electronic alternatives to the printed product that is dropped off at residences and at single-copy outlets by kids and adults.

And looking into the 21st century, readers will continue to spurn electronic alternatives to the printed product that is dropped off at residences and at single-copy outlets by the veritable army of kids and adults, says John R. Harrison, president of The New York Times Regional Newspaper Group and chairman of the ANPA Circulation and Readership Committee.

In fact, Howard L. Hay, circulation director for the Chicago Tribune, foresees a surge in newspaper circulation as millions of baby boomers age. With the "graying of America," he says, there will be a shift from the "single-copy, Yuppie cycle" to increased subscribership. Hay, a member of the Readership and Retention Task Force of the Newspaper Advertising Bureau's Future of Advertising Project, says "the projections for the number of people who will be 65 or older after the year 2000 boggle your mind."

Lee J. Guittar, who rose through the circulation ranks to the upper echelon of newspaper management, anticipates a boom, too, but he believes it will come in single-copy sales. Guittar, vice president of the Newspaper Division of The Hearst Corp., reasons that as the service economy and the "on-the-move culture" continue to evolve, people will be increasingly inclined to buy their newspapers one at a time. Newspapers must "get a whole lot smarter on how to sell single copies," says Guittar, noting that his is "an unpopular stand. . . . A lot of people disdain single-copy sales. They look upon them as paid samples until they can find some way" to sell the buyer a subscription.

But in whichever area the "boom" comes, no one who has studied the situation is predicting that the home deliverer of newspapers will go the way of the iceman or the milkman. The point at issue is whether it will be predominantly kids or adults that do the delivering and, long-term, whether one is better than the other for the newspaper business.

What is not in question is that the little-merchant system is losing some steam and that more and more adults are finding newspaper delivery a lucrative enterprise.

For those who believe the traditional youth delivery of newspapers should be preserved, individual newspapers and industry groups have identified numerous ways to try and preserve it—better training, better pay, better conditions and innovations such as job sharing.

No one questions the stakes.

As Albert E. Gollin, NAB's vice president/associate director of research, told an industry meeting last fall, circulation "is the system that sustains life—for people, cities and newspapers. If it breaks down in any of us, it's a crisis. If the movement of people or goods through city streets is stopped, you've got gridlock. And if newspapers can't reach out to their readers and deliver the paper reliably, when and where they want it, we're in trouble." ☐

Managing in The Newsroom

Styles of supervision are changing with the new generation of newspaper editors and reporters

BY MARK INGHAM

As an industry ages, it experiences any number of changes. Generational differences are noticeable in the various management levels of an organization, and this may be particularly evident in newspaper editorial departments of today compared with those of yesteryear.

Although the image of the editor bellowing at the cowering, but eager, young reporter may have been accurate at one time, it is no longer. Many of those once-young reporters today are editors, and they are determined to discharge their duties with more understanding than their early bosses did. The reporters-turned-editors may have learned a great deal about journalism and the newspaper industry from some crusty old curmudgeon, but they are inclined toward a more compassionate management style.

Concurrently, a new generation of reporters has moved into the newsroom—individuals who are not as easily intimidated as their predecessors. "These are bright, poised, hard workers who are very practical about managing their own careers and getting ahead," says Susan Miller, director of editorial development at Scripps Howard. "They don't cower."

Jack Davis, metropolitan editor at the Chicago Tribune, is a member of the new generation of editors. "As my years of experience increase, and it becomes more possible for me to impose my will on the newsroom and its employees, I find myself becoming more and more participative," he says. "I try to foster communication between my editors and get them to make as many decisions as possible."

John Dziekan, Chicago Tribune

Chicago Tribune's Davis (left), meeting with Associate Metropolitan Editor Dennis Ginosi, favors a "participative" management approach.

Davis acknowledges that not all newsrooms have undergone major changes in personnel management practices, but he detects a growing awareness that management tools are available to help editors supervise their staffs. "There is training available, and while there is a cost, beyond the tuition, in terms of an increased workload for the other staff members, it is worth the investment," he avers [**presstime**, Feb. 1984, p. 10].

Another change in the newsroom of today is employees' awareness of the negative effects of a stressful environment. "We are getting more and more requests for assistance in stress management from the editorial department," says Charles E. Whiting, training and development manager at The Orlando Sentinel.

"The great thing about training and development is the courses they have to supplement stress management," adds William R. Scott, the Sentinel's Broward County editor. "One thing that has helped has been the team building we have done with our various work groups. It seems that managers get 'stressed out' as much by ineffective interaction with their employees as they do by the actual tensions of their job."

Paul Reeve, corporate director of training at the Providence Journal Co. concurs with Scott's analysis. Says Reeve: "When I get requests for assistance with stress management, I always do a further needs assessment. Generally, it turns out that the stress was generated by poor working relationships. If we can help the working relationship, we can do away with the source of the stress instead of just learning how to manage it."

Because of a successful track record, editorial managers are not at all reluctant to sign up for courses offered through his training department, Reeve adds.

Editors can see for themselves how a smoothly operating newsroom can reduce job tension. Scripps Howard's Miller, former chairwoman of the American Society of Newspaper Editors' Human Resources Committee, says that any time a company introduces better management practices, it demonstrably breaks down internal barriers and reduces employee pressures.

Having a less autocratic style can also improve the quality of the newspaper. "I made an effort to establish an intellectual understanding with my reporters and editors that we could work *together*," says the Chicago Tribune's Davis. "I feel that we get a much richer variety of stories for the newspaper" this way.

Ingham is ANPA personnel relations associate.

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> *"As an industry, we are way behind in the way we deal with people. . . . Team building has helped us learn about ourselves and others in a way that helps us to appreciate differences in other people."*

DIFFERENCES APPARENT. Whether it is an increased awareness of stress or some other factor that is driving the change, newspaper personnel professionals have begun to notice a difference in the way a number of editorial departments are managed.

"About two years ago, good management was an idea whose time had come in the newsroom," says Miller, citing the enthusiastic reception for ASNE's *Newsroom Management Handbook* that was written by editors and released in 1985.

Barbara Sanchez, editorial personnel manager for Newsday reports that requests for management training, both internal and external, have increased significantly in the past two years for members of the Long Island, N.Y., daily's editorial staff. "We are seeing an erosion of the concept that editors need not be managers of people," says Sanchez.

Scott says The Orlando Sentinel's newsroom turned to the human resources area about three years ago as a result of an employee attitude survey that gave editorial managers low marks. And as newsroom supervisors became more skillful at people management, they began to realize other things were keeping them from doing the best possible job. "That's when we began working on team building and stress management," he says. "Team building has given us a framework for an honest discussion of differences, which has helped to reduce the stress level."

Another newspaper that has successfully used the team-building concept in the newsroom is The Charlotte Observer. "As an industry, we are way behind in the way we deal with people," says Jeannie Falkner, features editor. "Team building has helped us learn about ourselves and others in a way that helps us to appreciate differences in other people. The trust and understanding that develop in an effective team-building program go a long way towards getting things done in a day."

Many more newspapers are using less innovative, but still effective, human-resources management programs.

One program that particularly responds to the new generation of employees is the performance appraisal [presstime, Aug. 1986, p. 18]. Both Scripps Howard's Miller and Newsday's Sanchez report that a primary part of their jobs is to assist in the administration of a newsroom performance-appraisal system.

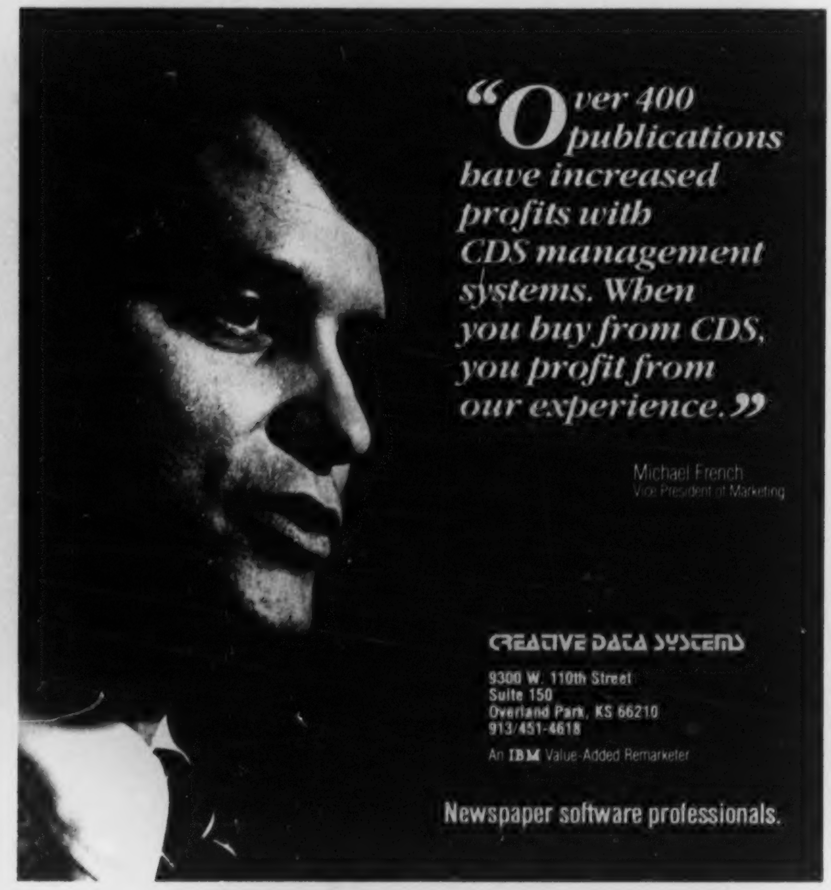
Experts say that one hindrance to the rapid adoption of this and many other human-resource management techniques is the concept that the newsroom is like no other place—and, in some cases, like no other newsroom.

"Editors are not always comfortable with a program simply because it was successful in another department, or another newsroom. It must be specifically designed for their newsroom," says Patricia P. Renfroe, ANPA's manager/personnel relations. And even though many editors may be completely comfortable admitting they are not experts at people management, the answer for them does not lie in regular supervisory management training. They want special courses in *newsroom* personnel management, Renfroe says.

Happily for the editors seeking assistance—and for the personnel they are supervising—some newspaper trainers have worked with editors in designing specialized courses.

In addition, ANPA offers, in conjunction with ASNE and the Associated Press Managing Editors Association, several Leadership in the Newsroom Workshops each year, as well as less specialized Management Development Workshops.

The various activities in the field reflect a growing awareness that there may be a better way of getting the job done. The ultimate result is a different kind of newsroom work environment. ☐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The Columbia Record,
Columbia, S.C.

The Sun Herald,
Biloxi, Miss.

The Sun News,
Myrtle Beach, S.C.

Starkville Daily News,
Starkville, Miss.

Daily Times Leader,
West Point, Miss.

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It's the 30th Birthday Of Coin-operated Newsracks

BY MICHAEL I. GRACZYK

The multi-colored boxes are lined up smartly like toy soldiers at attention—shiny, bright and emblazoned with bold lettering, ready to withstand the ravages of Mother Nature and daily pounding by consumers.

They mark the last stop in an assembly line that uses technology rivaling machinery found in the most modern auto plant. But instead of racy monograms like 300-ZX or RX-7, these squat containers carry nameplates like Times, News, Journal, Chronicle or Post.

The site is Kaspar Wire Works Inc. of Shiner, Texas, about 80 miles east of San Antonio, where the ubiquitous, coin-operated newspaper box was born Feb. 6, 1957.

"We're the biggest manufacturer in the United States and I guess the world," says David Kaspar, vice president of sales and great-grandson of the company's founder.

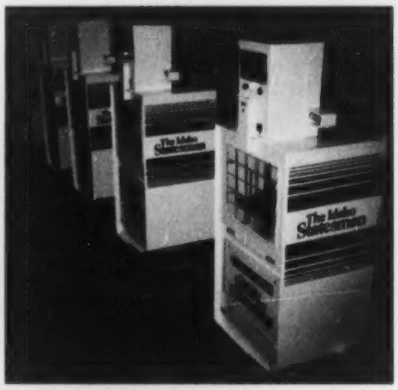
"We're the General Motors of the newspaper rack business," adds Cliff Long, general sales manager.

The company estimates more than 4 billion newspapers a year are purchased out of Kaspar-manufactured Sho-Racks. About a year ago, The Wall Street Journal took delivery of Kaspar's 1 millionth newspaper box.

The first one hit the streets 30 years ago this month, carrying the logo of the San Antonio Light. A Light circulation manager had complained that too many people were stealing papers from non-locking "honor racks," so Kaspar employees developed a coin mechanism and case-type rack with a pull-down door. The basic design is still in use.

Kaspar Wire Works can trace its beginnings to the turn of the century. August Kaspar, son of a Swiss Lutheran missionary, hand-wove with a pair of pliers a corn-shuck basket from smooth wire discarded by farmers who were switching to barbed-wire fences. Neighbors liked it, "and pretty soon he decided, 'I've got something here,' " David Kaspar says.

August Kaspar's next invention was a wire muzzle for horses. He went full-time with his business in 1898, and over the years the company—which now employs 525 people in a town of 2,100—has made shopping carts, display racks, deep-fry baskets and the wire trays that hold cups in soft-drink dispensers.


Machines bound for Boise roll off the assembly line at Kaspar Wire Works.

The newspaper racks are manufactured from scratch out of American-made steel specifically selected by Kaspar Wire Works.

Presses punch out components for coin mechanisms and for the boxes, and steel-cutting machines are programmed by computer to ensure straight edges. Robots spot-weld the pieces together. The steel is zinc-electroplated to help combat rust. Acrylic enamel paint is applied in automated booths. "We want these boxes to look good for a long time," the fourth-generation Kaspar says.

The workhorse of the Kaspar line is known as the TK-80 Sho-Rack, a 4-foot-high, 19-inch-wide, 16-inch-deep box that holds up to a 29-inch stack of newspapers. It weighs about 95 pounds and, depending on options like paper holders, extra-large windows and discounts to large-volume purchasers, costs about $200. Other models cost up to $600.

"We've got 30 different models of racks, but once a newspaper gets a style everyone is used to, the newspaper doesn't want to change," Kaspar says. "Nothing seems to replace the old standby."

More than 70 percent of Kaspar's sales are TK-80 models.

USA Today, generally credited for the trend toward greater use of color and graphics in newspapers, also broke the mold in newspaper racks, pioneering its TV-like box atop a pedestal. Kaspar has manufactured more than 100,000 of them, and the newspaper is the company's largest customer.

"USA Today patented the design," Kaspar says. "We build it for them and to their specifications. We cannot build that design for anyone else."

If there is a trend in the industry, it is toward modular racks, where several newspapers share a common large box with individual compartments and colorful designs.

"What we have also seen is a big explosion in customers going to fancier logos on the side of the racks," Kaspar says.

The New York Daily News, for example, now has a bright red, white and blue box. The Chicago Sun-Times uses a yellow box with red and white letters. The Houston Chronicle redid thousands of boxes at Kaspar with a new design [**presstime**, Aug. 1986, p. 64].

The No. 1 problem with all the boxes is vandalism, as thieves try to get inside the coin-box mechanism, Kaspar said.

"We've got a big, heavy, 12-gauge housing because that's where the money is," he says. "But we'll hear stories where vandals have used a cutting torch. Sometimes they'll take the whole rack away and take it home where they can work on it."

The lifetime of a box, however, is quite long, with some in use since the 1960s.

A dozen salesmen scattered around the country service Kaspar customers and, at Kaspar expense, newspapers send technicians to Shiner, where they are put up in a Kaspar-owned guest house and where Kaspar workers train them to repair the boxes.

"We not only want to sell them a rack, we want them to be proud of it on the street," says Long, the general sales manager. ☐

Graczyk is a reporter for the Associated Press, for whom this article originally was written.

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Which is why long before Boston's streetcars became subway cars, people were making tracks for the Globe.

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Censorship On the Rise Around the World

BY LEONARD H. MARKS

In the review of major events of 1986, press freedom can be listed among the major casualties, along with the Chernobyl disaster and the explosion of the Challenger space shuttle.

In Nicaragua, the venerable La Prensa was shut down by the Sandinista censors. In South Africa, the State of Emergency Law seeks to restrict media coverage to handouts from the Bureau of Information. In Malaysia, The Asian Wall Street Journal was shut down for three months and two of its journalists were expelled. Similarly, Singapore has resorted to expelling "unfriendly journalists" and delaying or stopping delivery of foreign news publications.

Leonard H. Marks

In Uganda, President Yoweri Museveni publicly stated his support for the free press and then declared to reporters that "I must warn you, the papers, I do not want to see again the denigration of the armed forces. Anyone who denigrated the armed forces will be punished."

In totalitarian societies, notably the Soviet Union and Eastern European countries, all media—print and broadcast—are under direct control of government. There is, therefore, no adversary relationship between the press and the government. All "news" is what the government wants the public to know. The journalist, so-called, is a civil servant whose function is to "sell the government line."

Even in democratic societies, there are growing efforts to influence news reporting by controls, direct or subtle. In democratic Costa Rica, although government officials are freely elected, there are indirect restraints on press freedom. All reporters must be licensed by the government and must receive their training in a prescribed university. Although this practice was declared a violation of the treaty on human rights by the Inter-American Court of Human Rights, there has been no action to repeal the law or to abandon its enforcement. Throughout Latin America, there is a growing tendency to restrict press reporting.

Press freedom in the United States, guaranteed by the First Amendment to the Constitution, has also been challenged at times by restrictive state laws and overzealous government officials chafing under critical stories about their official conduct. To counter these moves, the courts have been vigilant in voiding such efforts and in upholding the independence of the media. However, the need for constant vigilance is clear here and in other democratic societies of the West.

The London-based Index on Censorship, which has just completed a 1986 review of censorship practices throughout the world, concluded:

> "Where privately owned media do exist, governments resort to a variety of methods to keep them in line. Opposition magazines are closed down, journalists are arrested and imprisoned, often detained without charge or trial for long periods of time, anti-terrorist or similar legislation is used elastically to silence dissent, various economic sanctions are applied: fines, bribes in the form of subsidies, the withdrawal of lucrative official advertisings, the withholding of licenses, newsprint, etc."

The deterioration of press freedom has inevitable and serious consequences. If The Times of London, the BBC, The New York Times or comparable media cannot inform their readers or viewers fully on political, social and economic events occurring throughout the world, opinions and judgments about those countries cannot be tested in the court of public opinion. Business leaders accustomed to objective and complete reports concerning their investments abroad will be compelled to rely on private sources, which may not be timely or as accurate as information available from The Wall Street Journal, The Economist or the Financial Times.

Moreover, the long arm of the censor has recently been extended to forms of communications other than the media. Multinational corporations have discovered that restrictions are being placed on the transmission of data bits to computers in other countries.

The restraints on a free press have in the past and will in the future affect trade and investments in the countries imposing these controls. Tourists will not flock to distant shores where journalists are excluded. Do you believe that Managua or Pretoria will thrive because of suppression of the news media? If proof is needed, examine the trade balance or the travel statistics with some of the countries which limit access to news.

If a regime does not care about such development—international trade, commerce or tourism—it may shrug off these arguments. But it should not ignore the hostility that ignorance breeds.

In addition to the economic arguments against press controls, consideration should be given to Article 19 of the Universal Declaration of Human Rights, which provides:

> "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

The Helsinki Accords, to which the U.S.S.R. and the Soviet bloc nations agreed in 1975, contain similar provisions.

Despite the clear language, some communist countries regularly censor books, magazines and newspapers. Shortwave radio programs from the BBC, Deutsche Welle, Voice of America, Radio Free Europe and Radio Liberty are jammed to prevent news and views from the West reaching local audiences. In these countries, Western reporters are subject not only to censorship but also to personal harassment and sometimes are arrested on trumped-up charges.

To air these problems, news media leaders from 35 countries met in London Jan. 16-18 to develop new and practical ways of "fighting the censor." (See story, p. 42.) The success of this effort may have a profound effect on personal freedom and human rights, on trade, tourism and, indeed, on the peace of the world. ☐

Marks, of the Washington, D.C. law firm Cohn & Marks, is treasurer of the World Press Freedom Committee. This **presstime** *article was prepared prior to Marks' appearance at the January news media conference on censorship in London.*

ues
The Miami Herald
MIAMI HERALD EMPLOYEE
NAME EDNA BUCHANAN
DEPT PRESS
EMPLOYEE NUMBER 1083
SIGNATURE
THIS CARD MUST BE RE-
TURNED TO SERVICE DEPT

She's the best in the business at cops and robbers.

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Edna has relentless curiosity.

She dresses each morning to the cryptic crackling of police radios.

On her way to work, she often stops by police stations and scans the printouts to see if there were any intriguing overnight arrests.

Once at her desk, she'll phone an assortment of detectives. There isn't a cop in town who has to ask, "Edna who?"

Every city in the country has crime.

Only one has Edna.

Edna Buchanan covers crime and the cops for The Miami Herald. Edna's byline is on more than 200 stories a year.

All this in a newspapering age where the police beat is often considered a mere jumping off place for more "desirable beats."

Edna can't imagine a better assignment.

"Writing police stories is never dull," she says. "They're people stories, what makes people tick. What brings out the best in people or drives them berserk. You can't learn as much about people on another newspaper beat."

Edna fiercely follows up leads.

Edna hiked all over Coral Gables, Fla. looking for a hooded rapist.

He is still at large. But through her stories, the police know a lot more about him.

She tries to find out why life ends too soon for so many. Why a feisty boxing champ found depression a fight he couldn't win and killed himself. And there was her painful account of how a father felt compelled to kill his comatose 3-year-old daughter in her hospital crib.

For these and other stories, Edna Buchanan won the 1986 Pulitzer Prize for General News Reporting.

Edna has been developing her own police stories at the Herald for 15 years.

Many newspapers shift reporters from beat to beat so often they can never have this kind of crime coverage.

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Russell T. Lewis

He Snubbed Miss Liberty — And a Career Was Born

BY GENE GOLTZ
presstime staff writer

Russell T. Lewis faced a difficult choice. He was a student at Northeastern University, a work-study college in Boston and his counselor said two summer jobs were available: tour guide at the Statue of Liberty or copy boy at The New York Times.

Lewis went to the Times newsroom instead of New York harbor. And after transferring to the State University of New York at Stony Brook, where he received a bachelor's degree in 1969, and during three years at Brooklyn Law School, where he graduated in 1973, he continued to work at the paper on and off.

Now he's a Times executive—senior vice president, circulation. He presides over a delivery system that is national in scope and involves just over 1 million copies each weekday and more than 1.5 million on Sundays.

Lewis, 39, masks an inner intensity behind a wide, warm grin. "One of his best qualities," says Katharine Darrow, the Times' corporate counsel and Lewis' immediate boss, "is he gets along with everyone. Everyone loves him." Says circulation legal counsel George Freeman, "He's a funny guy and a pleasure to work with."

Lewis' rapport with people serves him well in dealing with customer complaints—he personally takes phone calls from subscribers and answers their letters—and with circulation dealers.

His other standout quality, according to those who work with him, is the intensity he brings to any task before him, on the job or off. He runs 20 to 25 miles a week, lifts weights, skis, swims, and plays racquet ball and ice hockey. Despite what colleagues describe as a legendary appetite, Lewis is a trim 6-foot-1 and 185 pounds.

At a regional sales conference, after running five miles in the morning and putting in a day that lasts far past the dinner hour, Lewis may have his staff playing racquet ball with him at midnight, says Freeman. "Only the hardiest of his staff can keep up with him."

Russell T. Lewis

Darrow remembers when Lewis, while in college, was a summer clerk in the legal department. "We'd sit around and watch how long it would take him to do a job that was impossible to do. He'd find things impossible to find. He was just a demon," she says.

During another stint, working as a news assistant, Lewis wrote a story about a postal strike. The National Guard had to deliver the mail, and as a guardsman himself, he had an inside vantage point. The story won a publisher's award.

After finishing law school, he left the Times to join the prestigious law firm of Cahill, Gordon and Reindel, where he gained more insight into the newspaper business by helping out with First Amendment cases and antitrust litigation involving newspapers.

After four years with the firm, the Times legal department "asked me if I felt like coming back," Lewis recalls, "and I did."

In 1983 Lewis, accepted an offer to become circulation director. Why did he pass up the possibility of exciting careers in the news or legal departments for a position some people might consider dull? He says circulation interested him because it presented a different kind of challenge.

"As a lawyer, particularly a litigator, you come into situations where the facts are already given. You scratch yourself and say, 'Gee whiz, how did these folks get into this mess?' . . . But as a businessman, you are the one who gets to choose what the facts will be. You are more a master of your own destiny. The company and the project keep pushing you forward. I thought there was some degree of challenge to that."

Lewis says the complexities in deciding how to get the right number of papers to 40,000 retail circulation outlets around the country is far from dull. And dealing with legal problems, litigation, distributors and regulations means plenty of diversity, he says.

Much of his job, Lewis says, is ascertaining that the Times gets "upscale" customers. The paper uses city maps with demographic markings to denote what kind of people live in each section. "Rather than go into Pittsburgh as a whole, you consult these maps and . . . find where the upscale folks live. And then you say, let's make deliveries there."

In its distribution scheme, the Times uses adult carriers entirely and has "ever since anyone can remember." Lewis says it is not practical to have children deliver the paper because of its early-morning delivery schedule; because of its size—a recent Sunday edition weighed in at a record 11 pounds; and because the home-delivery routes in cities like Pittsburgh and Boston are too spread out to be done on foot. Circulation of the Times today is about 70 percent in the New York metropolitan area, 15 percent in the Northeast and 15 percent in the rest of the country, Lewis says.

The Times' success stems not from the number of papers it sells but from the quality of its news and the quality of its readers, who attract advertisers "willing to pay a respectable sum of money to reach those readers," Lewis says.

Emphasizing how pleased he is to work at a newspaper with the long tradition of The New York Times, he comments: "When all is said and done, people in the newsroom are writing history, and to be a part of disseminating that, I'm proud to tell my kids what I do."

He and his wife, Ellen, have a 7-year-old daughter, Erin, and an 11-year-old son, David. They live in Armonk, Westchester County, 40 miles from Times Square. ☐

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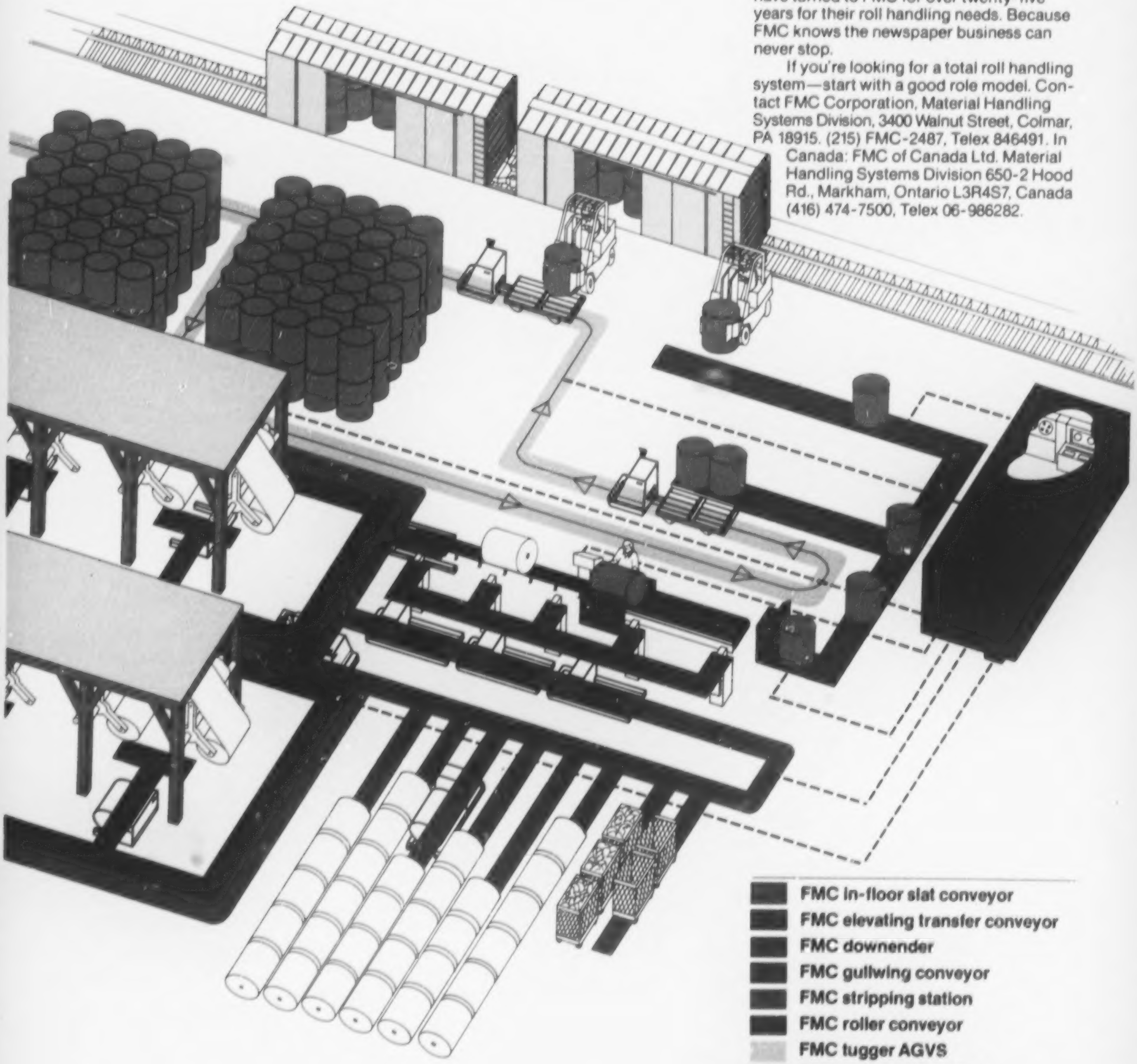

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COURTS

Appeals court upholds newspaper's right to disobey 'transparently invalid' court order

Attorneys for The Providence Journal and media organizations hailed as "extraordinary" a recent federal appellate decision that cleared the Journal and its executive editor of a criminal contempt-of-court conviction.

Meanwhile, the special prosecutor assigned to the case has been granted an extension until Feb. 13 to decide whether to seek review of the decision by the full 1st U.S. Circuit Court of Appeals. Prosecutor William A. Curran would not say whether he is inclined to seek the en banc hearing, but he has been conferring with the U.S. solicitor general's office about the matter.

A three-judge panel of the court threw out the contempt conviction on Dec. 31, ruling that the lower court's temporary order forbidding the Journal's publication of information about a reputed organized crime figure was "transparently invalid" because it constituted "a presumptively unconstitutional prior restraint on pure speech by the press."

Because the stringent legal test to allow such a restraint was not met, the Journal's disobedience of the order does not merit a contempt citation, the court held. It added: "A party subject to an order that constitutes a transparently invalid prior restraint on pure speech may challenge the order by violating it."

It was the first federal decision to hold that an unconstitutional prior restraint may be violated by a newspaper without subjecting the newspaper to contempt, said Floyd Abrams, a noted New York lawyer who represented the Journal.

Abrams also said it was the first federal case to uphold the "transparently invalid" standard for disobeying a court order restraining pure speech.

Such a standard has been rejected by the U.S. Supreme Court in cases of speech that is conduct-related, such as in a demonstration or march without a permit.

The Journal case involved a temporary restraining order against publication of information about Raymond L.S. Patriarca, which had been obtained from the FBI through the Freedom of Information Act.

U.S. District Judge Francis J. Boyle soon rescinded his order, but the Journal published the information while the order was still in effect, incurring the contempt conviction, a $100,000 fine and a suspended 18-month jail sentence for Executive Editor Charles Hauser, who also was ordered to perform 200 hours of public service [**presstime**, Sept. 1986, p. 40].

Hauser said he was relieved by the appellate decision but added, "I was aware from the very beginning if you take a drastic step like this, you've got to be ready to accept the consequences."

Abrams said, "As a matter of long-term legal impact, the decision is a powerful one and a significant one.

"It's an extraordinarily rare act by the judiciary, by which the judiciary placed the First Amendment above the ordinary obligation to adhere to court orders even when they are wrong. In doing so, the court emphasized the central status in American law on the ban of prior restraint. . . . If the ruling had been to the contrary, I believe it would have led to more prior restraints, more conflict between the press and the courts, and less information for the American people. And so here, too, the effect of the decision is very real and longstanding."

In its decision, the court had these words of caution: "Rarely will a party be subject to a transparently invalid court order. . . . Even when a party believes it is subject to a transparently invalid order, seeking review in an appellate court is a far safer means of testing the order. For if the party chooses to violate the order and the order turns out not to be transparently invalid, the party must suffer the consequences of a contempt citation."

—*Mary Anderson*

Censorship of school paper will get Supreme Court airing

The U.S. Supreme Court agreed Jan. 20 to review the First Amendment rights of student journalists covering controversial topics in a high school newspaper.

A school district in St. Louis County, Mo., seeks to overturn a court ruling that a principal violated the First Amendment rights of a student newspaper staff by deleting two pages of an edition because he objected to the content of two articles concerning pregnancy and divorce.

In that 2-1 ruling, a panel of the 8th U.S. Circuit Court of Appeals held that the May 1983 deletion was unlawful censorship because the newspaper was a "public forum" rather than merely part of the curriculum subject to the school district's control.

The dissenting 8th Circuit judge agreed with a lower court decision that the paper was not a public forum and that school officials may constitutionally decline to publish student articles for fear of lawsuits by outside parties.

The Hazelwood School District's attorney said he will emphasize the same grounds as the dissent when the Supreme Court hears arguments next term. The 8th Circuit opinion places schools in an "untenable position" if they wish to continue supporting student newspapers, Robert P. Baine Jr. said.

In other Supreme Court news, the court has been asked to accept an appeal filed by Lakewood, Ohio, concerning a newsrack ordinance. The city is seeking to reverse a decision by the 6th U.S. Circuit that overturned regulations governing permits, design and insurance for newsracks. The same decision upheld a ban on newsracks in residentially zoned areas [**presstime**, Sept. 1986, p. 40].

The court has denied review of several other media-related cases:

- *Booth Newspapers Inc. v. DeWitt*, in which Booth sought review of a Michigan trial judge's decision to seal pretrial documents without establishing whether "good cause" existed to do so, such as a "substantial government interest."
- *Fisher v. San Diego Union and Larsen*, in which the court let stand a California law denying general damages to libel plaintiffs who had not demanded retraction of allegedly libelous material within 20 days of its publication or broadcast
- *Multimedia v. Hawkins*, in which Multimedia Inc. sought review of a $26,500 invasion-of-privacy award against the Greenville (S.C.) News and Piedmont for identifying the teenage father of an illegitimate child. ☐

Newspaper appeals contempt charge against reporter

The Concord (N.H.) Monitor has filed a motion asking a Maine judge to reconsider his contempt-of-court charge against reporter Bob Hohler, who refused to testify in a murder trial about his interview with the defendant.

Maine prosecutors won the murder conviction on Jan. 10 without Hohler's testimony, but they still plan to press the contempt complaint in a trial before a different judge.

"We are asking the judge to take another look at his order requiring Mr. Hohler to testify. If he agrees, we are asking that he vacate the contempt finding," said attorney William Chapman, representing the Monitor.

Chapman and Monitor Publisher George W. Wilson said they believe Superior Court Judge Arthur Brennan might have ruled differently if he had not been under the pressure of ruling in the middle of the murder trial.

Among the grounds for reconsideration, Chapman said, is the contention that Maine prosecutors precluded any chance for the "cool reflection that courts ought to give issues of this sort" by not raising the issue of Hohler's testimony long before the trial. Through correspondence with the paper, the trial prosecutor had known almost a year and a half before trial that the paper would fight any subpoena of Hohler, he said.

Brennan ruled during the trial that Hohler's testimony met legal standards for compelling a reporter to take the stand. But the paper contends those standards were not met. ☐

Emmet Meara, Bangor Daily News

Hohler responds to questions outside the courtroom.

Newspaper can't be sued over misplaced ad, judge says

The Chicago Tribune has won a judgment in federal court setting new case law that a newspaper cannot be held negligent for losing an advertisement.

The summary judgment by U.S. District Judge William C. Lee in Fort Wayne, Ind., stated that Indiana Construction of Fort Wayne had no claim to $250,000 in damages from the Tribune, which misplaced the ad. The company had sent the ad to the newspaper but had mistakenly addressed it to a lock box reserved for payment of ads.

The ad in question was a legal notice required from the bidders on a sewage treatment plant in Plano, Ill. Indiana Construction was the low bidder but lost the job because the legal notice had not been published.

"Although there is an enormous amount of case law regarding a newspaper's right to refuse advertising, including legal notices—plus the related First Amendment cases regarding a newspaper's right to control what appears in its pages—there were no prior cases addressing a newspaper's failure to publish an ad which it had not knowingly rejected," said Lynn R. Jordan, assistant counsel for the Tribune.

Lee ruled that the Tribune was not negligent because "a private newspaper does not have a duty 'not to lose' an advertisement."

He also rejected the construction firm's breach-of-contract claim, saying the Tribune had never accepted its offer to publish the advertisement for payment.

Even if those claims had been valid, the judge said, the company could not receive any damages for lost profits in light of the "limitations of liabilities" notice in the Tribune, which states: "The newspaper will not be liable for a failure to publish an ad . . . except to the extent of the cost of the ad for the first day's insertion."

The judge also noted that the construction firm could have prevented its own loss through actions such as verifying the first insertion, which it failed to do.

"Indiana Construction has suffered a hardship," Lee wrote. "But imposing a duty on the Tribune to relieve that hardship is not justifiable and would have enormous ramifications. Not every hardship is actionable." ☐

COURT BRIEFS

- The weekly Bradford (Pa.) Journal and The Bradford Era, a daily, have **settled an antitrust lawsuit** in which the Journal charged the Era with predatory pricing and other unfair competitive practices [presstime, July 1984, p. 49]. Terms were not disclosed.

- U.S. District Judge Charles R. Richey in Washington, D.C., dismissed charges brought by the federal government that John P. McGoff, chairman of Global Communications, failed to register as an **agent of South Africa**. Richey said the statute of limitations had expired for bringing a case under the Foreign Agents Registration Act. The government has filed a notice of appeal [presstime, Oct. 1983, p. 13].

- The California Supreme Court upheld a lower court's **dismissal of a $3-million lawsuit** by author William Peter Blatty who sued The New York Times because it omitted one of his novels from its best-seller list.

- The U.S. Court of Appeals for the District of Columbia refused to reconsider a three-judge panel's ruling that the **"fairness doctrine"** is not a "binding statutory obligation." As a result, a decision by the Federal Communications Commission not to apply the doctrine to teletext stands [presstime, Oct. 1986, p. 47].

  The plaintiffs—the Telecommunications Research and Action Center and Media Access Project—said they will appeal to the U.S. Supreme Court.

- Synanon, a controversial drug rehabilitation program, has **dropped two libel suits** against David V. Mitchell, publisher of the Point Reyes (Calif.) Light, and his ex-wife and former co-publisher, Cathy C. Mitchell. The weekly won a 1979 Pulitzer Prize for its reporting on Synanon.

  Synanon's insurance company also agreed to pay $100,000 to the Mitchells. In return, they dropped their countersuit against Synanon for abuse of process.

- The NBC television network said it will ask a judge to set aside a U.S. District Court jury's **$19.3-million libel award** to entertainer Wayne Newton.

  Newton sued NBC over broadcast reports linking the singer to organized crime.

REGULATIONS

PCB transformers draw fine

Newspaper Agency Corp. of Salt Lake City has been fined for violating federal regulations on polychlorinated biphenyls, or PCBs.

The fine resulted from an inspection last February by the Environmental Protection Agency of two electrical transformers containing PCBs. The transformers are housed on the roof of the pressroom where the agency prints The Salt Lake Tribune and the Deseret News.

The company was cited for failing to have properly disposed of a small amount of PCB-laden oil that had leaked from the transformers, for not having a PCB sign on the chain-link fence enclosing the transformers and for failing to register the transformers with the local fire department.

The latter two violations were of regulations that had taken effect two months before the inspection [**presstime**, March 1986, p. 43].

EPA originally proposed a fine of $27,000, which was appealed by the company. According to Michael J. Brennan, the company's operations manager, the parties have tentatively agreed to a settlement requiring the company to pay $8,400.

One count, alleging that the company had failed to conduct quarterly inspections, was dropped. EPA also reduced fines for the other counts because the company demonstrated "good faith," Brennan said. Among other things, the company showed during the settlement discussions that it had contracted with a firm to remove the PCB-oil from the transformers. ☐

Participation sought in reporting system

ANPA will send 1986 ANPA Accident Reporting System forms to member newspapers this month.

Most of the information to complete the forms may be obtained from the federal Occupational Safety and Health Administration's Form 200, which employers must post in the workplace each year by Feb. 1.

In its third year, the Accident Reporting System allows participating newspapers to identify potential problems, compare their injury and illness records with newspapers of similar size and with the printing and publishing industry as a whole, discuss specific injury and illness rates with insurance carriers, and measure the effectiveness of wellness programs. ☐

Tax-law revisions may change status of some newspaper independent contractors

A provision in the new federal tax law may affect the tax status of some people who work for newspapers.

The provision created an exemption from the "safe harbor" provided in earlier law that directed the Internal Revenue Service to stop trying to classify independent contractors as employees for tax purposes.

According to Martin Casey, ANPA manager/government and international affairs, the new provision will not affect independent contract carriers or delivery agents. But it will affect such people as engineers, designers, drafters, computer programmers, systems analysts or other similarly skilled workers.

Newspapers who engage these kinds of workers and who treat them as independent contractors "can expect IRS to move against these situations and attempt to force treatment as employees" for purposes such as withholding, Social Security, pensions and benefits, Casey said. ☐

REGULATORY NOTES

- ANPA has begun offering a new service to member newspapers—an **"environmental audit"** designed to assure that newspaper operations comply with government regulations.

Upon request, industrial hygienists on the Association's staff will visit a newspaper and scrutinize its health, safety and environmental programs "from top to bottom," said Richard W. Neergaard, manager/environmental services. Following the visit, they will prepare a report with recommendations for improvements if necessary.

According to Neergaard, "many newspapers have expressed concern about their readiness for inspections by government regulators."

The cost for the study will be $250 a day plus expenses. Neergaard said a typical audit should take one or two days.

- The Occupational Safety and Health Administration has announced a preliminary determination that **exposure to four glycol ethers** at the agency's currently permissible limits "may present significant risks to the health of exposed workers." The agency said it is examining options for revising its standards for the chemicals.

The substances are used widely in many industries including newspapers, where they may be found in such things as solvents and blanket conditioners, according to Richard W. Neergaard, ANPA manager/environmental services.

LEGISLATION

Moynihan bill would prevent exclusion based on ideology

Sen. Daniel Patrick Moynihan (D-N.Y.) has introduced a bill that would prevent the federal government from denying anyone entry into the United States on ideological grounds.

Moynihan had called for a review of the nation's immigration laws following the incident last October in which Colombian journalist Patricia Lara was denied entry [**presstime**, Dec. 1986, p. 56].

His new bill, S 28, also requires that before the government may deny a visa on national security grounds, the attorney general must apply for an order from a special court.

In a development related to the exclusion of foreign journalists from the United States, eight press associations have requested a meeting with Attorney General Edwin Meese III. The groups said they want to "further state our concerns and gain a better understanding of the processes used to exclude aliens."

Signing the letter were representatives of ANPA, the Inter American Press Association, the American Society of Newspaper Editors, the Associated Press Managing Editors Association, the Committee to Protect Journalists, the Magazine Publishers Association, The Newspaper Guild and the Reporters Committee for Freedom of the Press. ☐

Survey yields surprise: 3rd-class is newspapers' top mail category

Newspapers in ANPA spent more on third-class mail in 1985 than on any other mail class, according to an Association study. They spent an estimated $280 million on third-class, compared with about $260 million for second-class and about $140 million for first-class.

Survey results were extrapolated from the responses of 733 member newspapers who returned a questionnaire that had been mailed to all of the Association's nearly 1,400 members.

Some newspapers told ANPA that they were not able to break their postal expenditures into classes and that, consequently, data were not available. Because of this and other problems, ANPA is exploring a more uniform way of reporting newspaper postage costs to make future surveys more complete.

Association leaders said they suspected newspapers' third-class expenditures are large, but they expressed surprise at the magnitude of the third-class bill indicated by the survey. Newspapers use third-class for total-market-coverage programs and for promotional materials.

"The results of the report will help ANPA represent the interests of newspapers in future postal rate proceedings," said ANPA Director Sandra C. Hardy, vice president of Calkins Newspapers, Levittown, Pa., and chairman of the ANPA Postal Committee. "But despite our status as large third-class mail users—or perhaps because of that status—we intend to continue to encourage the Postal Service to restructure its rates.

"The advertising market is distorted by artificially low third-class rates. We believe it is in the best interest of newspapers and the Postal Service to analyze the market carefully and make necessary corrections," Hardy said.

Because most newspaper companies have cut way back on their use of the mails to distribute their regular issues, some newspaper executives also expressed surprise over the high second-class bill. The study covered a period in which some metropolitan daily newspapers were using second-class for their total-market-coverage programs. That practice virtually ended last June, and as a result, expenditures in all likelihood have decreased. ☐

POSTAL NOTES

- The Postal Rate Commission may act soon on newspapers' request that the **minimum size for third-class** mail that is presorted by carrier route be enlarged slightly to accommodate newspapers.

The U.S. Postal Service in late summer asked the commission for a recommendation on the new size [**presstime**, Aug. 1986, p. 3]. Some third-class mailers balked at the idea. The commission then asked the parties to settle their differences.

Postal officials Jan. 14 submitted a settlement plan that third-class mailers did not approve but that included changes ANPA requested: increases of one-half inch in length and one-quarter inch in width, for final maximum size of 14 inches long, 11 3/4 inches wide and 3/4 of an inch thick.

- ANPA said it will intervene in the rate commission's mail classification proceeding filed by four newspapers over **second-class, total-market-coverage** programs.

The commission said it will hear the "live controversy" over postal rules disallowing the second-class TMC practice.

The case was filed by The Sacramento Bee, the Des Moines Register, The Tennessean of Nashville and the Nashville Banner [**presstime**, Jan. 1987, p. 50].

- The commission agreed to hear an amended ANPA complaint on **detached mailing labels**, one in which the Association has asked for clarification of the definition of a "piece" of mail [**presstime**, Jan. 1987, p. 48].

Separately, the commission rejected a Postal Service motion that it reconsider hearing the case. The commission said "clarity and understanding would be aided" by taking a look at the issue.

- John N. Griesemer was **elected chairman of the USPS Board of Governors.** Griesemer, 56, is a Springfield, Mo., businessman who has served on the board since 1984.

He succeeded John R. McKean, who served three years as chairman. McKean's term as a governor will expire in December 1991.

Elected vice chairman was John L. Ryan, an Indianapolis businessman.

Canada Post may reduce newspaper subsidies

Newspapers in Canada fared relatively well in a round of postal increases scheduled to be implemented July 1. But they might not be so lucky in coming years because the Canadian government is considering cutting way back on postal subsidies that benefit newspapers.

The government is discussing with Canadian newspaper publishers and other users of subsidized mail how the current $225-million subsidy can be pared to $162 million by 1991 as Canada Post tries to curb its deficits.

Canadian newspaper officials said hardest-hit in any subsidy reduction would be rural, weekly newspapers that depend on the mails for most of their distribution.

James A. Dills, executive director of the Canadian Community Newspapers Association, said many of those newspapers—published in areas with little prospects for growth—could not absorb radical cost increases. "They cannot simply jump from the rate class they're in to something much higher" overnight, he said.

The new rates, announced in January, will include continued free distribution under certain circumstances for weekly newspapers delivered within a 65-kilometer radius of where they are published.

Canada Post will impose a 13-percent increase for the minimum second-class rates affecting most other newspapers.

Canadian newspaper officials say the number of copies affected by that increase is very small. ☐

No rate increases for at least two years

Officials of the U.S. Postal Service said there will be no rate case filed this year, which means, among other things, that newspapers can look forward to at least two more years without mail-rate increases. It takes about a year for rates to increase after a rate case begins.

Postmaster General Preston R. Tisch had said Dec. 15 in a television interview that the Postal Service would file a rate-increase request in 1987 with new rates to be effective in 1988. However, Tisch later said he "misspoke."

Asked about plans for a rate case to be filed in 1988, a postal spokesman said in late January there were "none as of this time." ☐

'Declaration of London' calls for joint action against worldwide censorship

Declaring that "where censorship exists it must be contested, and where censorship would be instituted it must be countered," an international conference of journalists has proposed a plan of "joint action" to do just that.

Meeting in London Jan. 16-18, the journalists resolved to continue to protest and publicize abuses against press freedom.

In their six-page "Declaration of London," they also called for:

- Creating a "fund against censorship" to support legal challenges to censorship measures
- Establishing a "censorship hot line"
- Producing public service advertisements spotlighting examples of censorship
- Organizing an "early warning system" to provide advance information on restrictive press measures being proposed
- Dispatching "journalistic missions" to regions where censorship is especially severe.

The meeting was the latest in a series of "Voices of Freedom" conferences organized by the World Press Freedom Committee and Tufts University's Edward R. Murrow Center of Public Diplomacy. The first, in 1981, was attended by 60 journalists and resulted in the adoption of the "Declaration of Talloires," a plan to improve the free flow of information around the world [**presstime**, July 1981, p. 26].

This year's meeting, "Challenging the Censors: A World News Media Action Conference," attracted 150 journalists from 35 countries.

Setting the stage for the conference was a working paper titled "Censorship: What is it? Where is it?" The document was prepared by the staff of "Index on Censorship," a London magazine.

Addressing the conference, Index Editor George Theiner observed that censorship takes many different forms and "is present, to a less or greater degree, in every country, from the worst totalitarian police state to the most enlightened and tolerant democracy."

Theiner said it "ranges from the total control exercised by dictatorial regimes, to the more subtle pressures exerted in the democratic countries, to the court cases brought in Britain . . . under the Official Secrets Act and the reluctance of successive British governments to consider bringing in freedom of information legislation; from economic intimidation in the form of the withholding of publishing licenses, newsprint allocations or government advertising, to the imprisonment, kidnapping and assassination of troublesome journalists."

Monitoring censorship is the easy part, Theiner added. "The difficult part is to know what to do about it. . . ."

The formal "Declaration of London" adopted by the conference enumerated nine "basic principles that should apply in maintaining a universal, free and uncensored flow of information":

1. "Censorship, direct or indirect, is unacceptable; thus laws and practices restricting the right of the news media freely to gather and distribute information must be abolished," and governments must not interfere with the news content or restrict access to news sources.

2. "Independent news media must be allowed to emerge and operate freely in all countries."

3. "There must be no discrimination by governments in their treatment, economic or otherwise, of the news media within a country."

4. "Government media must enjoy editorial independence and be open to a diversity of viewpoints."

5. "There should be unrestricted access by the . . . media within a country to outside news and information services, and the public should enjoy similar freedom to receive foreign publications and foreign broadcasts without interference."

6. "National frontiers must be open to foreign journalists."

7. "Legal, technical and tariff practices by communications authorities which inhibit the distribution of news and restrict the flow of information are condemned."

8. "Restrictions on the free entry to the field of journalism or over its practice, through licensing or other certification procedures, must be eliminated"

9. "Journalists, like all citizens, must be secure in their persons and be given full protection of law. Journalists working in war zones are recognized as civilians enjoying all rights and immunities accorded to other citizens."

At a press conference following the conference, WPFC Chairman Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co., said the proposed action plan has "the potential for significant impact."

"The challenge now is to capitalize on the interest which was shown and translate some of the words into action," he said. □

Russ Hyams, Jalmar Photography, London

Discussing language of the declaration are (from left) Horacio Aguirre of Diario Las Americas, Miami; Alejandro Miro Quesada of El Comercio, Lima, Peru; and Wilbur G. Landrey of the St. Petersburg Times.

20 journalists killed in 1986

Twenty journalists in 13 countries were killed worldwide in 1986, far fewer than in 1985 when 31 died in 11 countries. However, other types of violence against members of the media increased last year, according to an annual survey by Freedom House, an organization that monitors freedom around the world.

The mortality rate in the Philippines, where 16 journalists were killed in 1985, plummeted in 1986 when only two were killed after being ambushed by guerrillas.

Leonard R. Sussman, executive director of the New York City-based organization, cited the Philippines as one of two countries in which there were "major gains" in press freedom. "The Philippines removed the heavy burden of Marcos's oligarchical journalism," he said. "The press is bolder and more diverse than ever."

The other country in which there was substantial improvement was Haiti, which, like the Philippines, turned out of power an entrenched head of government [**presstime**, Aug. 1986, p. 20].

Mexico was "the most murderous nation" in 1986, with four journalists killed. A fifth journalist was killed there, but that was over a private matter, according to Sussman, who also noted that after his study went to print reporting 19 journalists killed one in Guatemala was murdered.

In addition, 40 journalists were expelled from countries in 1986, compared with nine in 1985; 178 were arrested, compared with 109 the previous year; and 214 were "harassed," representing a substantial increase over the 76 in 1985. Thirteen journalists were kidnapped or disappeared, the same number as in 1985 [**presstime**, Feb. 1986, p. 39].

UNESCO 'disinformation' report criticized

A report being written under contract on "the disinformation campaign against UNESCO" has drawn strong criticism.

The contract was awarded by UNESCO to the Institute for Media Analysis in New York City, a year-old organization whose advisory board is headed by former Irish Foreign Minister Sean MacBride, who chaired a UNESCO commission that in 1980 issued the controversial "MacBride Report" on international communications [**presstime**, June 1980, p. 14].

The disinformation contract calls for "a section on the use of the press by organizations such as the Heritage Foundation, the Copley News Service and others with the apparent intent of attacking the U.N. system." The agreement is for $24,999—one dollar less than the dollar level at which contracts must be approved by an internal UNESCO contracts committee.

Herbert G. Klein, editor-in-chief of Copley Newspapers and vice president of The Copley Press Inc., said that "mentioning the Copley News Service is typical of UNESCO propaganda efforts. The Copley News Service has no relationship to disinformation." CNS, said Klein, "is in the job of syndicating features and news which is informative in an accurate way. I consider it libelous by a body which is impossible to sue."

Dana Bullen, executive director of the World Press Freedom Committee, said the "directed, secretive way in which this is being handled indicates that a cheap shot against the press is in the making that will add no luster to UNESCO's image."

WORLD PRESS NOTES

- Timothy Balding, assistant director of **FIEJ**, the International Federation of Newspaper Publishers, was expected to be appointed director of the organization by its board of directors Jan. 28.

A former journalist, Balding would succeed Maribel Bahia, who left FIEJ in August. Balding has been on the staff of Paris-based FIEJ since 1985, serving as executive assistant and editor of the FIEJ Bulletin before becoming assistant director. He was a British news correspondent in the 1970s.

- Nicaragua's opposition daily newspaper, **La Prensa**, closed since June 26 by the Sandinista government, announced Jan. 9 it would try to resume publication. This followed the institution of a new Nicaraguan constitution guaranteeing freedom of expression.

A day later, however, President Daniel Ortega reimposed a state of emergency that suspended press freedom. The newspaper remained closed.

U S West letter highlights BOC competition

One of the seven Bell operating companies, U S West Inc., said it may pull out of the BOCs' joint research project. Some telecommunications experts say the development underscores increasing competition in the phone industry since AT&T's divestiture.

The joint project, called Bellcore, was formed in 1984 as a result of the breakup. Among Bellcore's functions are maintaining common standards for the nation's phone systems and performing research for the local phone companies. U S West said Bellcore's sharing of research data and other work may not be conducive to the competitive relationship developing between the BOCs.

U S West said Bellcore should "develop and expand" exclusive, proprietary research and development activities for individual companies.

To leave Bellcore, a partner must give three years' notice that it may not want to participate. U S West did so in a recent letter.

"In three years, we want to be able to sell our share," said a U S West spokesman.

U S West serves 14 states in the Plains and Mountain States area.

Christian Science Monitor plans an electronic edition

The Christian Science Monitor is preparing to launch an electronic version.

The nationally distributed newspaper, which is based in Boston, was gearing up in January for a six-month market test.

The service will broadcast articles and other information over an unused portion of an FM-radio frequency. The material would be received by a data decoding device and automatically be printed out in hard copy. It will be a non-interactive system, much like a wire service.

The Monitor said it will use graphics with news stories, but they must be reproducible on the receiving end's dot-matrix printer.

The Monitor is the first national newspaper to launch an electronic edition transmitted on the unused FM frequencies, or FM sideband.

Daily strives to make copy easier to read

Last spring, a market research study conducted for the Lexington (Ky.) Herald-Leader made a disturbing discovery. The newspaper was being read by a significantly smaller proportion of people with high school educations than with college educations.

Shortly after that, thanks to a computer program that analyzes the readability of prose, the newspaper may have found one reason why—it was writing over most readers' heads. According to the computer analysis, one-third of the stories were written at or above college level.

Today, the Knight-Ridder Inc. daily (morning, circulation 111,162) is experimenting with using that same computer program to improve its readability.

The computer program takes stories from Knight-Ridder's electronic library system, VU/TEXT, and computes three readability scores: the Flesch Reading Ease score, which measures sentence complexity and is based on the average number of words per sentence and the number of syllables per 100 words; the Farr-Jenkins-Paterson score, which is similar to Flesch; and the Gunning Fog Index, which gives an assessment of the readability of material by grade level.

Readability formulas are nothing new. The late Rudolf Flesch, for example, devised his method in the mid-1940s.

What is new is the computer application, which permits quick and easy analysis of large numbers of stories.

Immediately after results of the analysis were in, Herald-Leader Executive Managing Editor Joel Rawson put out the word: "If we want to appeal to more readers and if we want them to easily understand the news they paid 35 cents or $1 to get, we need to watch our writing."

Merritt (right) and reporter Kit Wagar discuss editing of Wagar's stories.

In January, the paper launched a pilot project aimed at helping individual reporters improve the readability of their stories. Harry W. Merritt, projects editor/writing coach, works with six reporters, running their unedited stories through the program and then discussing the findings with them.

The computer program will be valuable if it merely emphasizes the point that "writing needs to be simple and clear," said Merritt. "I think newspapers really have to draw in people. We are not like television where you turn on the set and lie back and watch. It is more of an effort for people to read."

According to Rawson, plans call for the entire content of the newspaper to be run through the program every six months to see if there is any "measurable change" in readability.

Rawson also believes it may be possible to use the program during the writing process. Just as the "H & J" function on an electronic front-end system can give a reporter or editor an indication of how long a story is, the readability program can provide a measure of sentence and word complexity.

Everyone involved in the experiment emphasizes that this computer program is not an answer by itself to clarity problems.

"We are not going to edit the newspaper by computer," said Chairman and Publisher Creed C. Black. "It's simply another tool we can use in trying to make our paper more attractive and readable."

The program may be purchased from the Clearinghouse for Computer-Based Education in Journalism and Mass Communication, a non-profit organization at the University of Miami.

Known as "KR-READ" within Knight-Ridder, it is being marketed as "Readability Online." It is available for $10 by writing to Clearinghouse Director William R. Oates, P.O. Box 248127, Coral Gables, Fla. 33124.

Oates and Timothy E. Stehle, research consultant for Knight-Ridder, said other programs that measure readability are also available. "Four Readability Formulas" is available for $35 from the Clearinghouse. Two other commercially available programs are "RightWriter," from DecisionWare Inc. of Sarasota, Fla., and "Readability Calculations," from Micro Power & Light Inc. of Dallas, Texas.

—Margaret Genovese

Sunday magazine editors form new group

A group of Sunday magazine editors, whose meetings long have been underwritten by Standard Gravure Corp., has reorganized as the self-supporting Sunday Magazine Editors Association, or SunMag.

The Louisville printing company pulled back its financial support after the Bingham family sold it along with other properties including The Courier-Journal. Atlanta businessman Michael D. Shea bought Standard Gravure for $20 million [presstime, July 1986, p. 84].

The Sunday magazine editors subsequently declined offers of support from other printers. A commercial link "really creates some problems," said SunMag President Melissa Houtte, editor of The Dallas Morning News magazine Dallas Life. "We just felt it would be more journalistically pure."

Members, now numbering about 50, will pay annual dues of $50. Registration fees of $200 should support SunMag's annual meeting, to be held this year in Washington, D.C., May 17-19. ☐

Press more believed than Reagan, poll shows

The public is fed up with news of the Iran scandal, but it believes the press more than it believes President Reagan or Congress, according to the Gallup Poll.

Television, the press and public figures all have lost ground with the public since a similar poll was conducted in 1985. The latest poll, taken Dec. 27 through Jan. 4, found that the believability of newspapers was 63 percent compared with 83 percent in 1985.

Network television news scored 66 percent, down from 83 percent in 1985.

President Reagan was given a believability rating of 52 percent, as against 67 percent in 1985. Democrats in Congress scored 44 percent and Republicans in Congress, 41 percent.

Fifty-four percent of the public said there had been too much news coverage of the sale of arms to Iran and the funneling of some of the money to Nicaraguan rebels.

The poll, sponsored by The Times Mirror Co. of Los Angeles, has a margin of error of plus or minus 3 percent. ☐

Citizen Bee program draws newspapers' heightened interest

Based on the success of Citizen Bee competitions for high school students last year, newspaper involvement has increased dramatically for the second annual competition, organized by the Close-Up Foundation to fight civic illiteracy.

Organized much like the spelling bees that newspapers traditionally have sponsored, the Citizen Bee tests students' knowledge of American history, economics, geography, politics and current issues while also challenging their analytical thinking skills.

The Houston Chronicle was the only newspaper to act as sole sponsor for one of the Bees held in five pilot states last year. A handful of other papers provided financial backing or other support.

But the surge of participation this year, by more than two dozen newspapers, has taken the Close-Up Foundation pleasantly by surprise. "Now we are seeking to have newspapers become our primary sponsors," said Citizen Bee Director Eric Goldman.

The foundation's president, Stephen A. Janger, said that "newspapers, for the most part, enjoy being part of the struggle against civic illiteracy."

"They have a major stake in it, and I think they are very, very distressed about young people not reading the newspapers," Janger said.

"I see this as being probably the most exciting national competition for social studies in the next five years," said Caroll Jordan, NIE manager for the Houston Chronicle. "If newspapers jump on the bandwagon when [the Bee] is in town, they stand to benefit in terms of community service and in terms of circulation."

Questions for the Bee, including general questions on current issues, now are drawn almost entirely from the source book, *Close Up USA*, published by Close-Up. But Jordan envisions the addition of more timely questions on current events—culled from local, state and national newspaper coverage—for their respective rounds in future competitions.

The Close-Up Foundation, located in Arlington, Va., expects that more than 15,000 students in 17 states will vie for scholarships in the local Bees beginning in March.

The competition culminates in the final round June 23 in Washington, D.C., with top winners receiving scholarships ranging from $1,000 to $3,000. ☐

Studies focus on credibility, endorsements and innovation

BY GUIDO H. STEMPEL III

Cecilie Gaziano and Kristin McGrath of Minnesota Opinion Research, which conducted the credibility study for the American Society of Newspaper Editors [**presstime**, May 1985, p. 56], have provided additional analyses of those data.

They report that credibility is not something you can measure adequately with just one question. Through factor analysis, they found 12 items that seemed to go together to form a credibility scale. The items were whether newspapers are fair, unbiased, tell the whole story, are accurate, respect people's privacy, watch out for people's interests, are concerned about the community's well-being, separate fact from opinion, can be trusted, are concerned about the public interest, are factual and have well-trained reporters.

A lot of credibility research has focused on getting respondents to say which is more credible—newspapers or television. Gaziano and McGrath point out that in the ASNE study, people who thought newspapers were credible also thought television was credible, and vice-versa.

They also found that respondents rated newspapers slightly higher than television on local news and rated television slightly higher on coverage of natural disasters.

This article appears in the Autumn 1986 Journalism Quarterly.

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The extent to which newspapers endorse Republican presidential candidates is well-known, but what about campaign issues? A study by Byron St. Dizier, assistant professor of communication studies at the University of Alabama—Birmingham, indicates there is much less support for the Republican position on issues.

St. Dizier mailed a questionnaire to editorial-page editors at 114 randomly selected newspapers of more than 50,000 circulation. Seventy-five percent responded.

President Reagan was endorsed in 1984 by a majority of the responding newspapers—57 percent to 33 percent, with 10 percent not endorsing. St. Dizier asked what stand the newspapers had taken regarding nine issues on which the Democratic and Republican platforms took opposite stands.

On only one of those nine issues, abolishing the Department of Energy, did more papers support the Republican position than supported the Democratic position.

Among the newspapers that endorsed Reagan, a majority opposed the Republican position on equal rights, taxes, limiting covert activity, school prayer, abortion and tuition tax credits. On aid to the contras, a plurality opposed the Republican position, with about a fifth not taking a position.

On the other hand, the newspapers that endorsed Walter Mondale supported the Democratic position on all nine issues. St. Dizier suggests this may explain the tendency for endorsement editorials not to deal with issues. His study also appears in last fall's Journalism Quarterly.

• • •

Experienced editors and publishers are more likely to be innovative than inexperienced ones. That's one of the findings of a study at the School of Journalism at the University of North Carolina.

A mail questionnaire was sent to editors and publishers of 331 daily newspapers. Newspapers were selected randomly, but the selection procedure was weighted for circulation. For example, a newspaper with 100,000 circulation had 10 times as much chance of being included as a newspaper of 10,000 circulation. Response rate was 74 percent.

Innovativeness was defined in terms of readiness to introduce new products, readiness to adopt new production technology and involvement with electronic information systems.

Other findings were that editors and publishers of larger newspapers were more innovative than their counterparts at smaller newspapers, and that more innovative editors and publishers perceived newsroom morale as higher. Market competition was found to be unrelated to the degree of innovativeness.

The study appears in the Fall 1986 Newspaper Research Journal. The article was written by Sharon H. Polansky, a doctoral student at UNC, and Douglas W. W. Hughes, who received his master's degree from UNC and is now a doctoral student at the University of Southern California. The data were gathered by Philip Meyer, William Rand Kenan Jr. professor at North Carolina. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Discount plan draws reaction

RJR Nabisco is asking newspapers to accept an unusual, earn-as-you-go discount contract under the newspaper business' NEWSPLAN volume discount program. The early response from some newspapers indicates a mixed reaction.

Instead of making a commitment to buy at least six pages in 1987 and thereby qualify for a participating newspapers' minimum NEWSPLAN discount rate, the Winston-Salem, N.C., conglomerate proposes a contract in which it makes no commitment to buy a specific minimum volume of advertising space. Instead, it proposes to purchase space at a newspaper's "open" rate (generally the most expensive) and receive a credit or rebate from the newspaper if it turns out that it purchases enough space during the contract period to qualify for a discount.

In a Dec. 29 notice sent to about 700 newspapers, RJR Media Services said "the nature of today's business environment" does not provide it the "luxury" of projecting a level of advertising activity 12 months in advance, as required currently to earn a discount under NEWSPLAN.

The company also maintained that its plan is "the standard practice of every non-newspaper print media vehicle in the media industry that offers any type frequency or volume discount."

In some markets, the company will have no problem meeting the minimum volume required to qualify for a discount, said RJR spokeswoman Maura Payne. "In the others, we would just like the flexibility to read our business needs . . . as the year progresses."

Although Payne reported response to the proposal "has generally been positive," some newspapers have not accepted it.

The Dallas Morning News has notified RJR that its normal practice is to allow an advertiser only about 60 days to back-date a contract.

The Kansas City (Mo.) Star and Times will inform RJR that it will not accept the contract at the present time, but will remain "receptive" to any industry-wide decision to change NEWSPLAN policy, according to Jack E. Hines, general advertising manager. "I'm not saying I wouldn't do it; I'm just saying I don't want to do it by myself," he said.

NEWSPLAN was adopted by the newspaper business to provide national advertisers with an incentive to purchase more newspaper space. In return, newspapers get an indication of the amount of business they can expect during the year, which assists them in planning purchases of such things as newsprint and ink. According to the Newspaper Advertising Bureau, just under 1,100 daily newspapers participate in the program. ☐

Annual NoRMA winners named

Winners of the 16th annual NoRMA Awards competition for outstanding newspaper advertising were announced in mid-January.

Winners of the contest sponsored jointly by the Newspaper Advertising Bureau and the National Retail Merchants Association include Macy's of New York in the over $250 million in sales category; ZCMI of Salt Lake City, $100-250 million; Raleighs of Washington, D.C., $50-$100 million; NBO Stores Inc. of Secaucus, N.J., $25-50 million; H.A. & E. Smith Ltd. of Hamilton, Bermuda, $5-25 million; and Bockstruck's of St. Paul, less than $5 million.

Donaldsons of Minneapolis won in the institutional category; Nordstrom of Seattle and Neiman-Marcus of Dallas tied for the new "best use of color" category; and John Wanamaker of Philadelphia won the public-service category. ☐

Regional auto ad campaigns can benefit newspapers

BY CRAIG C. STANDEN

Cut-rate financing—2.9 percent, 2.4 percent and even 0 percent—made the headlines in automotive advertising last fall. But according to Val Corradi, the Newspaper Advertising Bureau's vice president for automotive advertising, the long-range phenomenon newspaper advertising people should be thinking about is the regionalization of auto advertising.

Several manufacturers are introducing regional marketing and advertising programs that could trigger major changes in the way cars are advertised and merchandised. Behind these programs is the rapid growth since the mid-1970s of dealer associations and their ad budgets.

Ford and Chrysler were the pioneers in organizing their dealers into marketing entities, establishing unified groups that generated additional funds to increase impact in the marketplace beyond national spending and local dealership dollars. They were followed by General Motors and then by many of the import makes.

Today, none of the major auto makers carries the full burden of investing huge sums on a national basis to bring shoppers into their dealers' showrooms. Although image-building, factory advertising still runs on network TV and in national magazines and newspapers, local-dealer and dealer-association advertising is being relied on to do more of the image-building work as well as the in-close selling. The dealer-association funds usually are augmented by sizable matching contributions from the factories.

Since 1980, factory advertising in newspapers has risen 81 percent. But dealer-association advertising has gone up 140 percent, and local-dealer spending 313 percent.

The 10-year trend is even more striking. From 1975 to 1985, factory dollars spent in newspapers by Chevrolet and Ford went up 68 percent and 33 percent respectively. But dealer-group spending grew by 742 percent and 771 percent, and local-dealer spending by 460 percent and 493 percent, respectively.

Today, dealer associations spend well over $1 billion per year in all media—the bulk of it in spot TV. But newspapers' share is growing. Many newspapers have capitalized on this potential by introducing special, automobile-dealer-association advertising rates.

The shift in emphasis toward local selling has most recently been reflected in the automakers' "national" advertising efforts.

Chevrolet has been the leader in regionalized "national" campaigns. A couple of years ago, Chevrolet hired a relatively small Los Angeles ad agency, Vic Oleson and Partners, to create a $10 million "Cal-

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Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

ifornia only" campaign, which resulted in a positive turnaround in sales and dealer attitudes. Similar programs met with success in the Northwest and other test areas.

Last year in Texas, where pickup trucks have been enjoying a vogue as personal cars, Chevrolet spent $4 million for a local promotion for Chevy trucks. Now Chevy has made regionalization official—embarking on a nationwide effort with a budget of more than $50 million carved out of advertising funds that used to be considered national.

Robert Burger, general manager of Chevrolet, recently told Automotive News that his advertising philosophy has changed to a more regional focus, and he called the shift long overdue.

"Those markets shifted before we recognized they had," he said. "Now we have to go after them aggressively. We've found it just doesn't do any good to spend a lot of money trying to move a car that's doing well nationally in a market where it's not doing well at all. The demographics and the people are just not there."

Now in place are six Chevrolet area marketing managers under the direction of a field marketing manager reporting directly to Burger. They have authority to supervise and coordinate advertising and promotion campaigns in their areas according to market demand, product preferences and other local considerations. And Campbell-Ewald, Chevy's lead agency, has restructured its operations along similar lines.

Other GM divisions are also moving toward more regionalization of their advertising. Buick's agency, McCann-Erickson, recently set up a separate Regional Marketing Organization, with offices in six major cities and with sole responsibility for implementing Buick market-by-market activities.

Ford and Chrysler have also joined the trend to regionalization. John Vanderezee, Ford Division's ad manager, told Madison Avenue magazine recently, "We're doing more regional advertising than in the past, and this has had an effect on our need for network television. We know where our sales and marketing problems are, and what better way to attack them than on a local or regional basis."

Art Kesteloot, Dodge's national ad manager, told Madison Avenue, "We have special campaigns and special media buys in the South and Southwest. We have a New England campaign. We have a California/West Coast campaign. It's (a matter of) recognizing sales trends and consumer wants and needs."

The trend toward regional advertising by automakers gives daily newspapers an unparalled opportunity to increase automotive revenues. After all, we offer automotive advertisers the ideal vehicle for locally oriented new-car marketing. Newspapers, both large and small, provide exceptional coverage, speed, flexibility, upscale demographics and real cost efficiency.

And newspapers today have become expert at forming ad hoc networks—joining forces to give advertisers complete coverage of market areas and offering a full range of market data, readership and audience data, and other data.

All in all, targeted marketing on a regional basis is becoming increasingly important to automakers and represents an outstanding opportunity for newspapers to capture more automotive dollars. □

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Labor and the new Congress

BY CLAUDIA M. JAMES

With the change in leadership in the U.S. Senate from Republicans to Democrats, there is likely to be more activity in the labor and employee-benefit areas than has been seen in the last six years.

The centers for such activity in the recently convened 100th Congress are expected to be the Senate Committee on Labor and Human Resources, which is now chaired by Edward M. Kennedy (Mass.) who has a longstanding interest in these issues, particularly health benefits, and the labor subcommittee, which is chaired by Howard M. Metzenbaum (Ohio).

Significant attention is expected to be devoted to "mandated" benefit issues. Kennedy, in previous Congresses, has advocated mandated health benefits, catastrophic health coverage and insurance pools for the uninsurable.

Efforts to expand on the COBRA (Consolidated Omnibus Budget Reconciliation Act) health-coverage provisions passed in the 99th Congress also are expected. Under COBRA, employers with 20 or more employees are required to offer extended health coverage to former employees, divorced spouses, widows and dependents. Organized labor is very much behind these efforts.

Among labor's other priorities is job security—the major goal for most unions today at the bargaining table. The labor movement is looking to Washington in its quest for job security and for continuation of benefits. In the last Congress, this translated into a strong push for plant-closing legislation. In this Congress, the plant-closing/job-retraining issue is likely to be aired in the context of the "trade" debate—international trade being the hottest issue in the 100th Congress, apart from the Iran/contra affair.

Legislation considered in the last Congress would have required a 90-day advance notice to workers in the event of a plant closing or permanent layoff involving 50 or more employees. The legislation was narrowly defeated on the House floor, a real defeat for labor. One of the reasons for the bill's demise was Labor Secretary William E. Brock's promise to create a task force to review plant closings and work force reductions and make some recommendations. That task force's report in mid-January recommended assistance for displaced workers, with the focus on job retraining.

While the report does not specifically propose any new tax on employers, it suggests that alternative funding methods should be considered if general revenues are not available to fund these programs.

It is expected that bills will be introduced that would prohibit testing of employees for drugs, and hearings are likely on this issue.

A second labor priority item—"parental and medical leave"—is also expected to be back and very seriously considered in the 100th Congress. The parental leave legislation approved by two House committees in the last Congress would require employers of 15 or more people to give 18 weeks of unpaid leave for the birth, adoption, or serious illness of a child or parent and 26 weeks' leave for personal illness with no loss of job or health care benefits.

Under the proposed legislation, employees with three months or more service would qualify for the leave, and employers could seek a second medical opinion in the case of medical leave. The legislation had 120 cosponsors but failed to be considered by the full House of Representatives.

However, there will be even more interest in moving the bill through the House in this Congress because it is likely to receive a more favorable reception by the new Senate.

Many feel that coverage of an employer of 15 employees will be very difficult for such a small business. However, there is a good chance that some version of this legislation will pass the 100th Congress, perhaps with threshold coverage set at a higher number.

Another bill that has been reintroduced in both houses of Congress is "employee notification" legislation that would require the government to notify workers at increased risk of occupational disease because of hazardous substances in the workplace. A risk-assessment board would be established within the Department of Health and Human Services to assess which workers are at risk and then to notify them. Opponents fault this legislation as an unnecessary overlay to the "hazard communication" standard and for its failure to give notice and an opportunity to comment to employers before notifying their workers. They also see it as valuable ammunition for plaintiffs in workers compensation and tort cases.

The Senate Labor Committee also is expected to give close scrutiny to administration of the Occupational Safety and Health Act, particularly enforcement of employer record-keeping requirements.

And both the Senate and House labor committees are expected to hold oversight hearings on enforcement of the wage and hour laws, particularly in the area of child labor restrictions. Another first order of business will be serious efforts to raise the minimum wage, an effort strongly supported by organized labor.

It is very likely also that legislation will be passed restricting the use of polygraphs as a screening device and investigative tool by private employers. The House passed such a bill in the 99th Congress.

Introduction is expected of legislation that would prohibit drug testing of employees, and hearings are likely on this issue.

In the last Congress, Sen. Charles E. Grassley (R-Iowa) mounted an effort to amend the Hobbs Act to cover acts of union violence. This type of proposal will face increased difficulty this time around, given the changeover in the Senate.

Another area of expected change involves confirmation of presidential appointments.

The Senate Labor Committee, under Kennedy, undoubtedly will take a more critical view of Reagan appointments to fill any National Labor Relations Board vacancies or other labor posts subject to Senate confirmation. ☐

James is an ANPA assistant general counsel.

Spectrum of human resources covered in 2-day conference

People are assets and investing in them returns the biggest dividends to a company, a management expert told the opening session of the 8th annual ANPA Labor and Personnel Relations Conference.

That theme—the relationship between personnel and the bottom line—was continued throughout the fast-paced conference in Boca Raton, Fla., Jan. 12-13 as various sessions focused on the variety of ways that productivity can be enhanced by better personnel management.

Jack Hutton, The Boca Raton News

George S. Odiorne

People also are an expense item, said the kickoff speaker, George S. Odiorne, who has been described as one of the fathers of the management-by-objectives system. Odiorne urged the nearly 130 participants to use the "portfolio" method to measure the growth potential of their human resources share of the market.

In assessing the portfolio, it may be prudent to "divest" the few who have no potential, Odiorne said. There is a limited amount of money to spend on developing people, he said, and most of it should be spent on "building your potential stars"—the people that usually comprise about 10 percent of a company's employees. One strategy in developing employees is a formal "mentoring" program. "See that they get the opportunity to work under mentors," said Odiorne, a professor of management at Eckerd College in St. Petersburg.

In addition to "mentoring," such topics as "downsizing" (reducing the workforce) and "outplacing" (job-hunting assistance for laid-off workers) were discussed by a panel of experts.

Expense control also was an important issue at the conference. Most publishers want to put out the best newspapers they can, and there is "always the temptation to add people," said P. Anthony Ridder, president of Knight-Ridder Inc.'s Newspaper Division. "Cost control and productivity gains are vital," he said.

Too often, Ridder said, publishers have gone along with union demands in labor negotiations. "Outdated, restrictive work practices should not be tolerated," he said. "We must publish under any circumstances, including strikes, and unions need to know that."

The rising cost of health care was addressed by Dallas Salisbury, president of the Employee Benefit Research Institute in Washington, D.C., who said health-care expenditures "will increase regardless of what we do." Demographics, including an aging workforce, "dictate it," he added. The cost of health insurance for retirees is a "huge liability" that in many cases is not being properly funded by employers, Salisburg said, and there is a possibility that new laws will make it a legal liability.

Another human resources area that needs attention, according to Ridder, is the recruitment of non-newsroom employees.

Octavia Harriston, employment manager at the Chicago Tribune, suggested one way to improve that situation is to cultivate relationships with promising young people while they are still in college. By doing this, she said, many students who would never have considered a newspaper career unless they were journalism or communications majors could be convinced that such a career is "an interesting career alternative."

"I am not a great believer in job fairs," she said. "I see them as shooting with buckshot as opposed to taking more careful aim and identifying students with the greatest potential."

The 1988 conference will be in Phoenix Jan. 10-13.

—Clark Newsom

Sex bias suit settled for $750,000

An 11-year-old lawsuit charging The New Haven (Conn.) Register and Journal-Courier with sex discrimination in newsroom pay and promotions has been settled for $750,000.

The settlement, which was approved by U.S. District Judge Warren W. Eginton following a trial, included $475,000 to the plaintiffs' lawyer, a company spokesman said.

The 23 female plaintiffs will receive payments ranging from $479 to $12,446 each. More than 100 members of the class-action part of the suit will receive about $166 each [**presstime**, Oct. 1982, p. 53]. ☐

Publishers say recruiting is top personnel concern

The primary human resources concern of publishers at newspapers under 80,000 circulation in the United States is recruiting and retaining good employees across the board.

That's the result that emerged from a telephone survey of publishers by the ANPA Human Resources Department. The survey was made at the request of the Personnel Relations Subcommittee of the Association's Human Resources Committee.

Recruitment was followed by employee welfare and then training as priority issues. The next issues of concern were wage and salary programs and minority hiring.

ANPA Manager/Personnel Relations Patricia P. Renfroe said calls were placed to 50 publishers representing at least one newspaper within each state in the continental United States. Their circulations ranged from 21,000 to 80,000. Thirty-six publishers responded to the survey.

In addition to the five principal issues, the publishers expressed concern about:

- Substance abuse/drug testing
- Productivity
- Safety
- Interpretation of wage-hour laws
- Smoking in the workplace
- Performance appraisals
- Retirement planning
- Tax laws.

The publishers also were asked if they anticipated any union organizational drives at their newspapers in 1987. Only four responded affirmatively. However, several of the newspapers were already totally organized.

"Circulation size of the newspapers surveyed seemed to have little or no correlation with the issues mentioned," Renfroe said. "Many human resources management issues are the same regardless of size." ☐

Recent contract settlement

Indianapolis Star and News, Teamsters: Five-year agreement covering drivers, warehousemen, dockmen and mechanics; retroactive to Oct. 1, 1986.

(Details in February 1987 ANPA Labor & Personnel Relations Letter.)

Strike activity at newspapers drops to record-low level

In 1986, for the first year since ANPA began keeping an annual strike summary nearly a half-century ago, no strike was started against a U.S. newspaper.

There were job actions during the year at two Canadian dailies, however. Both involved Typographical Union No. 145 in Quebec.

The union called a three-day strike in July over terms of an initial labor agreement covering advertising support workers at The Gazette of Montreal. The newspaper did not lose any publication days.

In the other action, publication of Le Nouvelliste in Trois-Rivieres was suspended between May 30 and June 21 in a dispute over new contract terms for production employees. The workers claimed they were locked out, but the company contended that the union had engaged in a strike beginning with a work slowdown May 29.

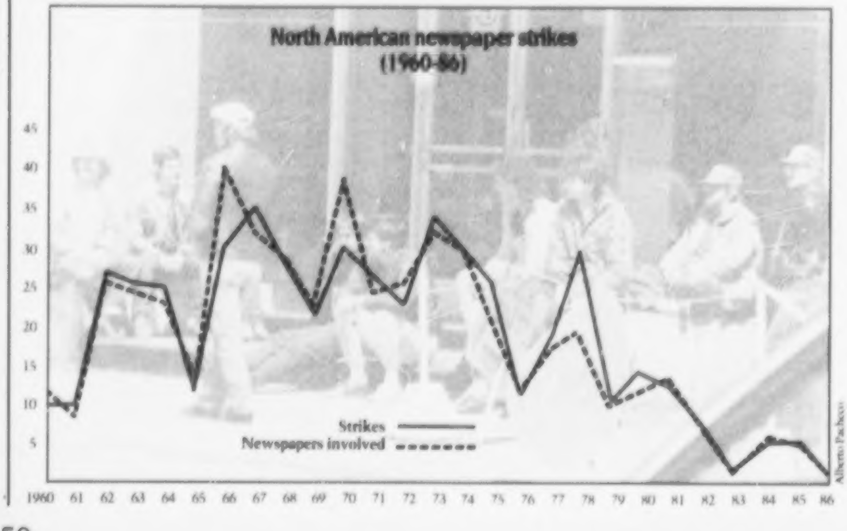
A spokesman for the printing sector of the Communications Workers of America (formerly the International Typographical Union) suggested that the low level of strike activity in 1986 might be attributed to the fact that fewer contracts expired during the year.

But David J. Eisen, director of research and information for The Newspaper Guild, said the reason was that "new technology has made it increasingly difficult to shut down a newspaper." Eisen said 1948 had been the last year in which the Guild was not involved in a newspaper strike.

As 1987 began, the only continuing newspaper strike in North America was at the Chicago Tribune, where pressmen represented by the Graphic Communications International Union and printers and mailers represented by the old ITU walked out in July 1985. The Tribune has continued to publish.

Two other labor disputes that predate 1986 ended with settlement agreements during the year. They were at The Sacramento Bee, where ITU printers walked off their jobs in 1978, and at The News of Paterson, N.J., where printers struck in 1981. Both newspapers published throughout the strikes.

In 1987, "We may see a few strikes at smaller newspapers arising from organizing efforts by the CWA," said Charles D. Cole, ANPA manager/labor relations.



Guild certified at Ontario daily

The Ontario Labor Relations Board has certified the Southern Ontario Newspaper Guild as bargaining representative of advertising department employees at The Expositor in Brantford.

Certification came after a majority of the 29 inside and outside advertising employees signed cards authorizing the Guild to represent them. The union already represented editorial and circulation employees at the daily.

CWA printing sector phasing out operations in Colorado Springs

The merger of the International Typographical Union and the Communications Workers of America became official Jan. 1. The former ITU, founded in 1852, is now the Printing, Publishing and Media Workers sector of the CWA.

The merger was effective 15 days after the American Arbitration Association certified the results of an ITU referendum in which the members voted by a 4 to 1 margin in favor of the merger proposal [**presstime**, Jan. 1987, p. 57].

With the merger's implementation, sector President Robert S. McMichen and Secretary-Treasurer Thomas W. Kopeck began planning to relocate to Washington, D.C., where CWA has headquarters.

Under the terms of the merger agreement, the sector's three vice presidents are not required to reside in the Washington area.

About 50 of the 60 people employed by the ITU at its Colorado Springs headquarters were temporarily hired by the CWA to phase out operations there. Eight employees took early retirement.

The ITU Negotiated Pension Plan will remain in force, and the Union Printers Home in Colorado Springs will continue as a separate entity. Former ITU international representatives and organizers will continue to service the printing sector's membership.

Retirees can remain as sector members by continuing to pay the $1 per month they now pay toward a mortuary fund. Starting in 1991, retirees may continue as voting members of the international union by paying 1.15 percent of their pensions, excluding Social Security.

It was also announced that a two-day conference of the printing sector will be held just prior to the CWA's July 27-31 convention in Miami Beach.

Meanwhile, members of former ITU mailers' locals in Cincinnati, Louisville, Minneapolis-St. Paul, Phoenix, Seattle and Topeka, Kan., have followed the lead of San Francisco mailers in voting to disaffiliate from the ITU—a move that is widely viewed as a first step toward possible affiliation with the Teamsters union.

But CWA President Morton Bahr said his union would not "stand idly by and let the Teamsters decimate the ranks" of the former ITU. "We have not gotten this far to see the ITU torn asunder by a rejected rival," he said. In 1985, ITU members voted by a 2 to 1 margin against merging with the Teamsters.

Newspapers study employee reports of hand, arm injury

Published reports that users of video display terminals have experienced pain in their hands, wrists or arms have called attention to "repetitive strain injury," or RSI.

Not only VDT users but others who make repetitive movements while doing their jobs may be subject to such injuries, said Richard W. Neergaard, ANPA manager/environmental services.

One type of repetitive strain injury, he said, is known as carpal tunnel syndrome, which results from damage to, or pressure on, the medial nerve. The medial nerve is located in the arm and travels through a portion of the wrist known as the carpal tunnel. "Improper wrist angle when performing a repetitive task is frequently the primary reason for [its] onset," he said. Other types of RSI injuries include those that involve similar "tunnel" areas found in the elbows, knees and ankles.

The Los Angeles Times is among the newspapers where some VDT users complained of RSI. But Neergaard said reports of such cases are rare.

Other large newspapers, such as The Record of Hackensack, N.J., have not received complaints about RSI.

The Denver Post and some other papers have reported cases of carpal tunnel syndrome in the mailroom and pressroom.

"Our members complain more of visual problems from VDT use than musculo-skeletal problems," said David J. Eisen, director of research and information for The Newspaper Guild. The Guild Reporter has reprinted a lengthy article on RSI that was published in the January-February issue of Columbia Journalism Review. ☐

Corrections

In a list of arbitration awards in the December issue [p. 71], it was incorrectly reported that an arbitrator upheld the discharge of a switchboard operator at The Patriot and The Evening News in Harrisburg, Pa. The arbitrator overturned the discharge and ordered the grievant's reinstatement with back pay.

Also, the contract settlement between the San Diego Union and Tribune and the ITU became effective Sept. 1, 1986, when signed. It was not retroactive as reported in the November issue [p. 68].

presstime regrets the errors. ☐

Arbitrator upholds Guild in 'byline strike' dispute

A four-day "byline strike" at The Plain Dealer of Cleveland by members of Local 1 of The Newspaper Guild did not violate a labor agreement, an arbitrator has ruled.

The dispute arose when a sportswriter received a one-week disciplinary suspension for what the newspaper contended was poor job performance. To protest the action, a high proportion of reporters decided to withhold their bylines from stories.

The Plain Dealer filed a grievance, arguing that although individual reporters may withhold their bylines under a section of the labor agreement, group action was not permitted.

The labor agreement states that an employee's byline "may be used" unless the employee "specifically requests otherwise."

In dismissing the company's grievance, Arbitrator Harry Graham, a Cleveland State University professor, found that the contract language did not contain any restrictions on the right of employees to withhold their bylines. "The agreement has been renegotiated since the union last conducted a byline strike in 1979," he said. "The employer had an opportunity to seek and secure a modification in the language governing withholding of bylines. It did not take advantage of that opportunity."

The ruling in Cleveland was the opposite of one issued in a case involving the Rockford (Ill.) Register Star and another Guild local [**presstime**, June 1985, p. 86]. However, Arbitrator Graham said the two situations were different.

First, he noted, the contract language in Rockford provided that "the affixing of a byline is the prerogative of the publisher." Secondly, the dispute there occurred in the context of negotiations for a new agreement.

"Those factual differences are of such magnitude as to render [the Rockford case] of little value as a guide to the outcome of this dispute," he said. ☐

Additional arbitration awards

Baltimore Sun, Guild: Louis Aronin found that the company violated the labor agreement by permanently transferring a reporter from Baltimore to Annapolis without the reporter's consent.

Columbus (Ohio) Dispatch, Teamsters: Fred E. Kindig ruled that the company has the right to require a medical statement when an employee refuses a mandatory overtime assignment, claiming illness, if the company has good reason to question that sickness is involved.

New York Daily News, Mailers: Richard Adelman found that the company is required to include foremen and assistant foremen in a layoff unless it can demonstrate that because of special circumstances one or more of them should be retained.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

NLRB elections

Fresno (Calif.) Bee, ITU: Composing room employees voted 25-23 against continued representation by Typographical Union No. 144.

(NLRB Case No. 32-RD-727)

San Mateo (Calif.) Fuchs Publications, Guild: Production employees at the company's four weekly newspapers voted 5-3 against representation by the Northern California Guild, Local 52, and editorial and commercial employees voted 15-8 against the union.

(NLRB Case No. 20-RC-16076)

Vineland (N.J.) Times Journal, UAW: In separate elections, advertising employees voted 10-0 against further representation by District 65, United Auto Workers, and production employees also voted against it, by 44-34.

(NLRB Case Nos. 4-RD-1302, 4-RD-1315)

Kenaf tests 'encouraging'; financing sought for mill

Results of a January test at a Beloit, Wis., paper mill to turn kenaf into newsprint were "very encouraging" to backers of the project, so the group is now pursuing financing for construction of the first kenaf newsprint mill.

That was the assessment of one of the principals in the undertaking, Jerry K. Stanners, chief executive officer of The Bakersfield Californian. The Californian owns 42.5 percent of Kenaf International, which conducted the Beloit tests.

Stanners said the paper produced in Beloit was in limited quantity. The next hurdle—a larger commercial test in the fall—will be to make 200 to 300 metric tons of newsprint, which then will be tested in a newspaper production environment.

The pilot paper tests at Beloit Corp. followed pulping trials last fall at the C.E. Sprout Bauer Mill in Springfield, Ohio. The pulp produced from the fast-growing fibrous plant intitially was said to measure up to conventional wood pulp in brightness and opacity [presstime, Nov. 1986, p. 70].

However, a more detailed examination by officials of the U.S. Department of Agriculture and of the Ohio mill indicated that the pulp not only measures up but in some ways may surpass traditional newsprint. According to William Bohn, research director of the test facility at the Ohio mill, kenaf newsprint has a "superior brightness and high opacity which should lead to a unique newsprint sheet, perhaps even one that other sheets will be compared against."

Stanners said the principals in the kenaf venture are encouraged by what they have seen so far but are reserving final judgment until the pulp and paper have been produced in larger quantities and have received extensive newspaper field testing.

Even so, the testing so far has convinced KI officials that a kenaf mill in southern Texas, west of Brownsville, and the growing of 25,000 to 30,000 acres of kenaf in that area is feasible. If the financing can be arranged—and Stanners is confident it can—KI would like to break ground for the mill in January 1988 and have it operating by December 1989.

The most immediate goal is to grow enough kenaf to allow the papermaking tests to be conducted later this year. It takes about 120 days to grow kenaf from seed to harvesting, so a planting at the end of March should yield mature plants at the end of July.

Stanners said the USDA has provided a great deal of technical research and expertise in recent years. ANPA also has supported kenaf research because, unlike trees, the plants could provide a quickly renewable supply of newsprint.

Like The Bakersfield Californian, Agrifuture Inc. owns 42.5 percent of KI. KI General Manager Charles S. Taylor owns the remainder. ☐

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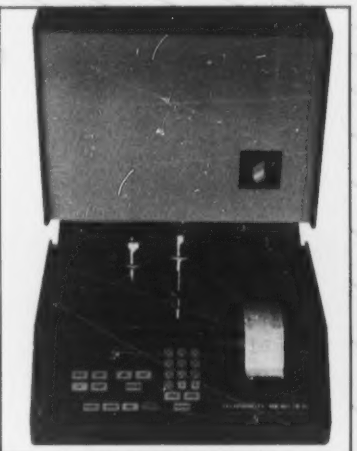

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New mill boosts capacity outlook

Newsprint capacity in the United States could increase through 1989 more than previous estimates because of recently approved plans for a new mill in Grenada, Miss.

The American Paper Institute, in its annual study of U.S. paper, paperboard and wood pulp capacity, said newsprint capacity probably will increase about 2 percent, or about 109,000 short tons (98,883 metric). It attributed growth to improvements scheduled for existing facilities.

But Mississippi Chemical Corp., a farmers' cooperative, announced after the API study was published that it will build a newsprint mill with capacity of 204,000 metric tons a year [**presstime**, Nov. 1986, p. 72].

Start-up of the new mill is planned for September 1989. The $300-million plant will be operated by a new company called Newsprint South Inc.

In its study, API also said total U.S. newsprint capacity in 1986 was 5.32 million metric tons (5.86 million short tons, as API reports its figures), reflecting an increase of only 77,111 metric tons, or 1.5 percent, since 1983. No new machines were brought into production during this period. Capacity gains from improvements to existing plants have been offset largely by the shutdown or conversion of about 272,155 metric tons of capacity to other grades.

In other survey findings:

- There were 45 newsprint machines in the United States in 1985, representing 3.6 percent of all machines that produced paper in the country.
- Newspapers represented about 17 percent of the 16.14 million metric tons of recycled paper in 1986. That is expected to rise slightly—to 17.79 percent—in 1989. However, the overall volume of recycled paper is expected to increase from 23.6 percent of all U.S. paper produced last year to 24.4 percent in 1989. ☐

UPIU contract ratified; talks continue at two mills

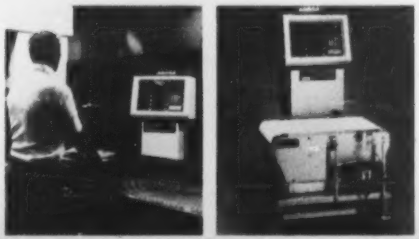
A three-year contract has been ratified between the United Paperworkers International Union and FSC Paper Corp. at the company's newsprint mill in Alsip, Ill.

Workers will receive a $1,000 lump-sum increase in the first year, no increase in the second and a 3-percent raise in the third.

Negotiations continue between the UPIU and two mills where contracts expired last year: Augusta (Ga.) Newsprint Co. and Champion International Corp. in Sheldon, Texas.

In Canada, talks started between the Canadian Paperworkers Union and Rothesay Paper Ltd. in St. John, New Brunswick.

The contract for one of the union locals expired Dec. 31. The contract for the other local will expire June 30 [**presstime**, Jan. 1987, p. 68]. ☐



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Consumption continues its upward trend

Newsprint consumption by all U.S. users increased 3.8 percent in November 1986 compared with the same month a year earlier, while U.S. daily newspapers' consumption rose by 2.6 percent. There was one more Sunday in November 1986.

Consumption of all U.S. dailies for the first 11 months of 1986 grew 2.4 percent to 8.148 million tons from 7.955 million tons for the same period of 1985.

At the end of November 1986, newsprint inventories of newspapers in ANPA's statistical sample were estimated at 39 days' supply, compared with 44 days a year earlier. Stocks of North American mills were down about 15.3 percent from the previous year's level.

The operating rate for Canadian mills last November was 97 percent, while U.S. mills had an operating rate of 96.1 percent.

Shipments from Canadian mills were up 3.3 percent from November 1985 levels, while Canadian shipments to the United States rose just 0.5 percent for the same comparative period. Shipments within Canada increased 7.2 percent and those to overseas markets increased 14.6 percent.

Domestic shipments from U.S. mills increased 2.3 percent, and U.S. shipments overseas were 22.1-percent higher than in November 1985.

Production increased 2.9 percent for all North American mills. U.S. production for the month increased 3.4 percent from November 1985, and Canadian production went up 2.6 percent for the same period.

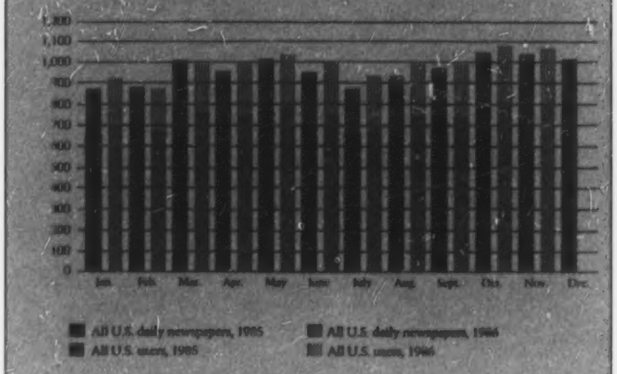
Estimated consumption of all U.S. daily newspapers[1]

Region	October 1986(r)	October 1985	% Change
Northeast	212,843	189,933	+12.1
North Central	169,404	166,999	+1.4
South	249,511	246,951	+1.0
West	175,487	175,171	+0.2
Circulation size			
up to 25,000	55,150	57,365	-3.9
25,001-100,000	164,269	157,921	+4.0
Over 100,000	587,826	563,768	+4.3
October totals	807,245	779,054	+3.6
Ten-month totals	7,343,285	7,170,800	+2.4
Region	**November 1986(p)**	**November 1985**	**% Change**
Northeast	211,596	198,543	+6.6
North Central	169,733	163,747	+3.7
South	252,629	249,110	+1.4
West	171,277	173,138	-1.1
Circulation size			
up to 25,000	53,416	58,225	-8.3
25,001-100,000	162,903	156,363	+4.2
Over 100,000	588,916	569,950	+3.3
November totals	805,235	784,538	+2.6
Eleven-month totals	8,148,520	7,955,338	+2.4

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
September 1986	904,331	36(r)	6
September 1985	961,692	41	6
October 1986	887,474	34	6
October 1985	935,382	38	5
November 1986	818,049	33(p)	6(p)
November 1985	888,680	38	6
Canadian mills			
November 1986	308,784	--	--
November 1985	371,262	--	--
U.S. mills			
November 1986	60,814	--	--
November 1985	65,044	--	--

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. users

	1986	1985	% Change
September totals	998,655(r)	985,158	+1.4(r)
October totals	1,086,251(r)	1,051,253	+3.3(r)
November totals	1,081,073(p)	1,041,352	+3.8(p)
Eleven-month totals	10,927,770(p)	11,587,092	+3.4(p)

Production

	Canada	U.S.A.	North America
November 1986	781,661	428,883	1,210,544
November 1985	747,189	397,330	1,144,519
Increase	+34,472	+31,553	+66,025
	+4.6%	+7.9%	+5.8%
Eleven months 1986	8,505,834	4,679,907	13,185,741
Eleven months 1985	8,292,435	4,526,575	12,819,010
Increase	+213,399	+153,332	+366,731
	+2.6%	+3.4%	+2.9%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
November 1986	528,922	99,545	114,618	743,085
November 1985	574,156	89,215	96,752	760,123
Eleven months 1986	6,141,170	1,014,472	1,331,805	8,487,447
Eleven months 1985	6,110,563	946,572	1,161,999	8,219,134
Increase	+30,607	+67,900	+169,806	+268,313
	+0.5%	+7.2%	+14.6%	+3.3%
From U.S. mills				
November 1986	395,551	----	30,471	426,022
November 1985	380,696	----	24,986	405,682
Eleven months 1986	4,366,920	----	308,668	4,675,588
Eleven months 1985	4,267,953	----	252,751	4,520,704
Increase	+98,967	----	+55,917	+154,884
	+2.3%	----	+22.1%	+3.4%
From North American mills				
November 1986	924,473	99,545	145,089	1,169,107
November 1985	954,852	89,215	121,738	1,165,805
Eleven months 1986	10,508,090	1,014,472	1,640,473	13,163,035
Eleven months 1985	10,378,516	946,572	1,414,750	12,739,838
Increase	+129,574	+67,900	+225,723	+423,197
	+1.2%	+7.2%	+16.0%	+3.3%

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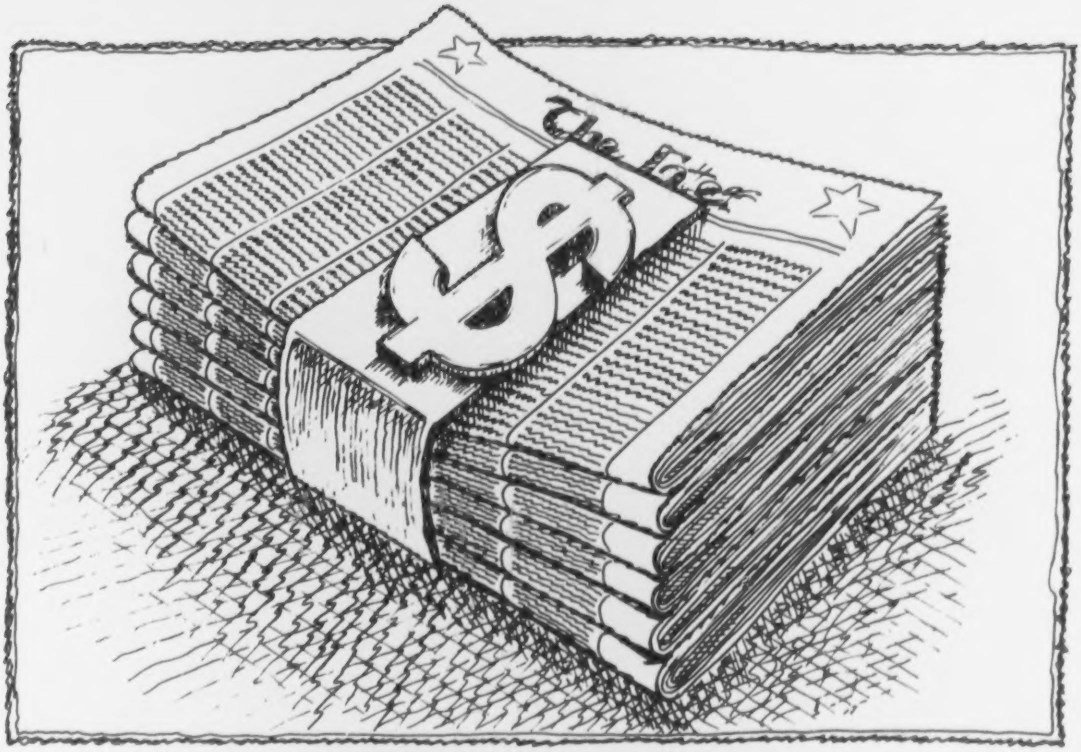
[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary



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Flexo takes one step back, several forward

Ralph S. Roth

Thomas P. O'Donnell

For those keeping score, chalk up five wins and one loss for flexography in recent weeks.

In the win column, five newspaper organizations have purchased flexo units, some completely replacing existing presses and others placing the units in prime positions for printing front pages and section fronts in conjunction with letterpress units.

The loss, while singular, was a significant one. The Fort Lauderdale News (evening, circulation 66,943) and the Sun Sentinel (morning, 137,176), which have printed more than a million newspapers flexographically each week since 1984, decided to replace aging letterpress presses with Goss Colorliner offset, not flexo.

Some newspaper executives said the Fort Lauderdale decision could prompt other newspapers to reconsider a possible move to flexography. However, they said they believe flexo will continue to make gains at newspapers. And it is still consensus that future press decisions will be based on the needs of individual operations and that the two printing processes—offset and flexo—are likely to coexist for some time [**presstime**, December 1986, p. 36].

The newspapers newly committed to flexo are:

- The Wichita Eagle-Beacon (morning, 122,622), which is purchasing seven mono (one-color) units, two four-color units and two halfdecks from M.A.N-Roland USA Inc.
- Fort Wayne (Ind.) Newspapers Inc., which is purchasing four mono units, two four-color units and two halfdecks from M.A.N.-Roland. The company publishes The Journal-Gazette (morning, 60,334) and The News-Sentinel (evening, 57,603) under a joint operating agreement.
- The Charlotte Observer (morning, 214,700), which will replace one press with nine M.A.N.-Roland mono units and five color cylinders, and which will add two mono units and a color cylinder from the same manufacturer to each of three existing press lines. The color cylinder adds an additional plate cylinder for four-color printing.
- Lancaster (Pa.) Newspapers Inc., which is purchasing two seven-unit flexo presses from M.A.N.-Roland, each with a four-color unit and four halfdecks. The company publishes the Intelligencer Journal (morning, 43,950) and the Lancaster New Era (evening, 57,150).
- The Blade (evening, 160,606) of Toledo, which purchased two complete flexo presses, each with seven mono units and four halfdecks, from the Graphic Systems Division of Rockwell International (Goss). The newspaper has an option to purchase a third flexo press.

Fort Wayne's press units are expected to be delivered in December; the Lancaster, Charlotte and Wichita newspapers expect deliveries in January 1988; and the Toledo newspaper is scheduled for delivery of the first of its two presses in December 1988.

The newspapers in Charlotte and Wichita and The News-Sentinel in Fort Wayne are part of the Knight-Ridder Inc. group, while The Journal-Gazette of Fort Wayne is independent. Toledo is a member of the Block Newspapers group, and the Lancaster newspapers are independently owned.

Ralph S. Roth, vice president/production for Knight-Ridder, said even though each newspaper in the group has its own contract with M.A.N.-Roland, Knight-Ridder was able to negotiate a group purchase price for all the units.

By purchasing flexo units and positioning them with existing letterpress presses to print front pages and section fronts, Roth said the newspapers will receive a boost in print quality without having to replace entire letterpress presses. Knight-Ridder believes this kind of "sprinkle" approach is the most cost-effective way to raise the quality of printing for its newspapers, he added.

"We know what flexo can do. In Miami (the Herald) and Long Beach (the Press-Telegram), we're printing with flexo every day, and it's doing a beautiful job," Roth said. He said that each Knight-Ridder newspaper must decide for itself what process is best for its situation, adding that some may choose offset in the future. The company plans no additional press purchases for at least a year, though, Roth said.

Roth, who has been one of flexography's chief proponents, conceded that the Fort Lauderdale decision almost certainly will "slow down the growth of the flexo process somewhat. It may cause some newspapers to re-examine flexo decisions. In at least one case, a company that was pretty strong for flexo is doing that. But it (flexo) will continue to develop and people will continue to buy it."

The president and publisher of the Fort Lauderdale dailies, Thomas P. O'Donnell, said that in the flexo test there color reproduction was no problem, but his production staff was never satisfied with black halftone reproduction, primarily because of plugging problems.

"We tried like heck, and nobody is to blame really. But we had to make a decision—and we just believed the risk of flexo was too great at this time," O'Donnell said.

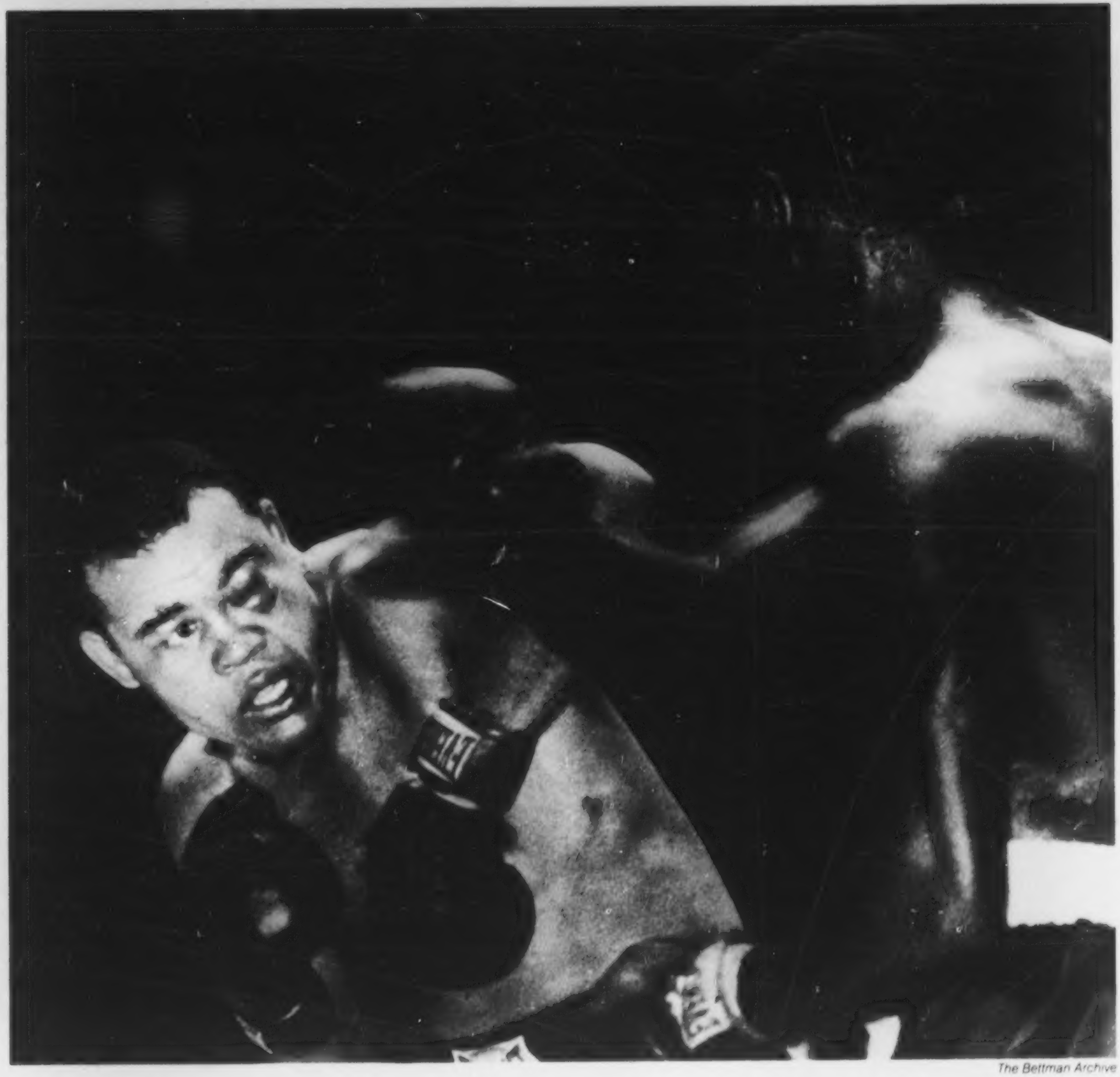
The Fort Lauderdale papers plan to continue using the flexo units until the new presses are up and running, scheduled for the fall of 1989. O'Donnell said he is "hopeful things will work out" with the flexo process. —*Rosalind C. Truitt*

Deadline is Feb. 13 for returning survey on expenditures

Deadline for returning questionnaires in ANPA's annual capital expenditures survey is Feb. 13.

The survey of member newspapers covers 1986 plant expansions, modernization and new-equipment purchases, as well as projections for 1987.

Only summary totals are published [presstime, June 1986, p. 86]. For more information, contact the ANPA Technical Services Department at The Newspaper Center, Reston, Va. ☐



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Program taking shape for ANPA/TEC '87

It has a new name (but as yet no theme), and it is expected to be the biggest ever.

"It" is ANPA/TEC '87, the ANPA's Technical Exposition & Conference—previously known as the Operations Management Conference & Exposition.

And although the theme for the Conference portion of the June 6-10 trade show in Las Vegas has not been determined, the chairman of the ANPA/TEC Arrangements Committee said Jan. 14 that the emphasis will be on efficiency, quality and what equipment is best suited to help a newspaper improve its operation.

As for the Exposition, more than 300,000 square feet of exhibit space in the Las Vegas Convention Center has been reserved by vendors. Last year in Atlanta, the exhibits filled what was then an unprecedented 270,000 square feet of space.

The growth of the show is perhaps best demonstrated by the fact that it did not break through the 200,000-square-foot barrier until 1981.

The Exposition will be open on each of the event's five days.

According to Arrangements Committee Chairman Larry D. Strutton, the preliminary program calls for discussions on electronic graphics systems, waste-ink management, presses, drug testing, voice-recognition devices, artificial intelligence capabilities and desktop publishing.

"I believe we have a program that serves us well," Strutton said after the meeting of his committee at The Newspaper Center in Reston, Va. Strutton, executive vice president/operations for the Los Angeles Times, observed that "the problem in putting these programs together over a period of several months is that what may be hot when you first start considering a subject might have cooled off by the following June."

"There's another balance to consider as well," he added. "Some areas are so new there's not enough information available to make a workshop or general session. In other cases, when the technology has been around for awhile—even if there's still interest—you have to decide whether someone attending a workshop would really come away with anything new."

General sessions will be conducted in the convention center's Rotunda and workshops will be in the East Hall meeting rooms.

Peter P. Romano, ANPA director/technical services and Conference director, said more than 10,000 registrants are expected. Attendance was 11,631 in 1986 and 10,524 the last time the show was held in Las Vegas—in 1983.

ANPA has reserved about 6,000 rooms in 11 Las Vegas hotels, including the Las Vegas Hilton that will be the headquarters hotel. Other Conference hotels will be the Alexis Park, Bally's, Caesar's Palace, Desert Inn, Flamingo Hilton, Holiday Inn Center Strip, Maxim, Riviera, Sahara and Sands. Free shuttle bus service will be available between the hotels and the convention center, excluding the Las Vegas Hilton, which is next door to the center.

Special hotel rates will be available for Conference-goers. Housing forms and other information will be mailed to ANPA member newspapers and other potential attendees in early March.

In 1986, preregistration was offered for the first time, and badges and other convention materials were generated by computer. The innovations were successful and will be used again this year.

The registration fee will be $40, Romano said, up $5 from last year.

For the third year, **presstime** will sponsor a "fun run" for registrants and their families. It will be on Sunday, June 7.

The tentative program for the three days of sessions is as follows:

Monday, June 8

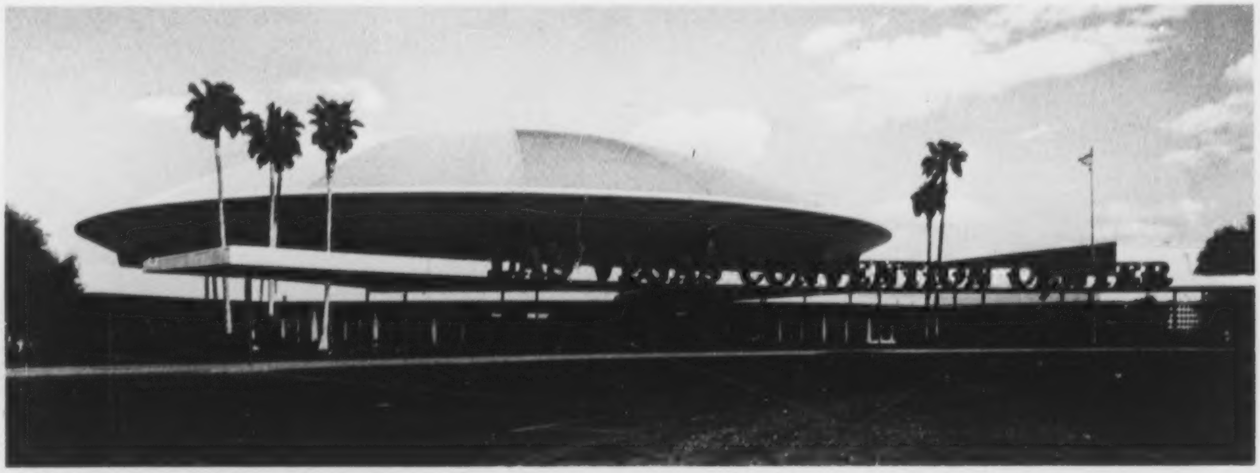
Strutton will chair the opening general session. Brian L. Greenspun, president of the Las Vegas Sun, and Earl L. Johnson, general manager of the Las Vegas Review-Journal, will offer welcoming addresses. George W. Wilson, who will be nominated at ANPA's May Convention in New York City to serve as the Association's chairman and president, also will address the session. Wilson is president of the Concord (N.H.) Monitor.

Topics scheduled for discussion at the general session include "Editorial—Competing for the News," "Advertising—Competing for Advertising" and "Putting It All Together."

Three concurrent workshops will follow on "Newsroom Pagination," "PC Options" including desktop publishing, and "Printing Inks."

Tuesday, June 9

Homer E. Taylor Jr., vice chairman of the ANPA/TEC Arrangements Committee and vice president/manufacturing and supply of Scripps Howard, will chair the



The sessions and equipment exhibition will be housed in the massive Las Vegas Convention Center.

general session. Topics will include "Presses—Decision Dilemma," "Ink—Cradle to Grave Issue," "Quality—A View from the Top" and "Materials Handling." Subsequent concurrent workshops will explore "Mandatory Drug Testing," "Press Options," "R&D—Reclamation and Disposal" and "Guide to Quality Newspaper Reproduction."

Wednesday, June 10

Norman P. Dusseault, vice president and assistant general manager of the Times Publishing Co. in St. Petersburg, will chair the general session. It will feature a report on the AD/SAT system for transmitting advertising materials by satellite, and a look at electronic photography and graphics systems, which is expected to include demonstrations of this new technology by a variety of manufacturers. The workshops will examine "Ad Composition/Ad Tracking," "Graphic Enhancement Systems" and "Voice Recognition and Artificial Intelligence." ☐

ANPA-INK ready for production following several successful field tests

After successful press runs at the Houston Chronicle and other newspapers, ANPA-INK*, the soybean oil-based ink developed by the Association for newspapers' offset and letterpress printing, is ready for commercial production.

So far, three licensed ink companies—General Printing Ink, The Ink Co. and Graphic Fine Color Inc.—have discussed making tanker-car-sized lots of ANPA-INK for sale to newspapers, according to George Cashau, ANPA director/technical research.

ANPA charges a nominal licensing fee for use of its patented technology.

The ink is available in black and in color. Because of limited production capabilities, ANPA technicians have been able to manufacture only about 10 gallons at a time, but Cashau said ANPA-INK performed well a few months ago when it was used to print more than 200,000 copies during a daily press run on offset presses at the Houston Chronicle.

Earlier, the letterpress ANPA-INK had been successfuly tested at The Washington Post [**presstime**, Oct. 1986, p. 61].

"The ink needs to be manufactured in tanker-car-sized lots, and it needs to be tested in a daily production environment, but we feel fairly confident that the ink works," Cashau said. "The only thing that will prove that to be true is widespread use of the ink. We'd like as many newspapers using it as possible."

ANPA has conducted research on a non-petroleum-based ink since 1980. More than 9,000 formulas were created before the successful one was reached. ☐

Quality programs, electronic photography on tap

A quality control checklist for individual newspapers is being developed by the ANPA Technical Committee and staff.

Dubbed "ANPA☑CHECK," the checklist would enable a newspaper to evaluate its own production methods and results against widely accepted standards.

If approved by the Association's Board of Directors, the program could be available to ANPA-member newspapers later this year.

Charles R. Blevins, vice president/production of Gannett Co. and chairman of the Technical Committee's Quality Reproduction Task Force, briefed the committee on the project at its Jan. 13-14 meeting at The Newspaper Center in Reston, Va.

In addition, ANPA staff members are working on a more formal quality evaluation program that would be conducted at The Newspaper Center. Copies of newspapers sent to the facility would be evaluated through a computer program that is being designed to quantify various printing factors [**presstime**, Oct. 1986, p. 60].

In another report to the Technical Committee, Louis J. Franconeri, chairman of the Electronic Photography Task Force, said his group is working to familiarize manufacturers with newspaper operations so that they might develop electronic photography equipment that links easily with other newspaper production equipment.

For that reason, the task force has devised flow charts for vendors, indicating how text and graphics move through a newspaper's system.

The idea, said Franconeri, vice president/operations for The Baltimore Sun, is to have pictures flow through the system much the same way copy flows through computers. Electronic photography, he noted, is an important link in the integration of text and graphics in a full-fledged pagination system.

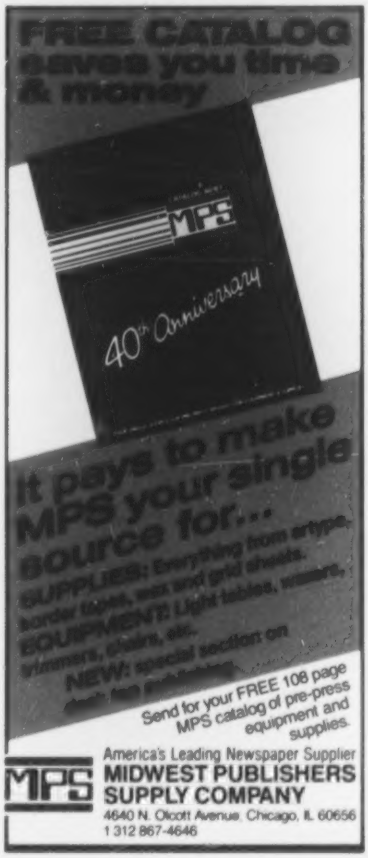
In electronic photography, no film is used. Instead images are captured on a magnetic disk or videotape and then digitized and displayed on a video monitor. Pictures can then be enhanced or otherwise manipulated on the screen.

William D. Rinehart, ANPA vice president/technical, who has worked with manufacturers to advance the idea of electronic photography for newspapers, told the Technical Committee: "An explosion is about to happen in electronic photography, and the great thing about it is that we're not looking at super-expensive equipment. This will enable even the smaller newspapers to afford the technology."

In other reports to the committee:

- The Computer Task Force noted that The New York Times is using a bar code on the front page of its newspaper to keep track of unsold newspapers that are returned from single-copy-sales outlets.
- The Direct and Offset Printing Developments Task Force discussed plans for ANPA's Press Options IV Symposium Oct. 20-21 in Chicago. It will examine the "hard choices" a newspaper faces when deciding which printing process best suits its operation, said Jerry S. DeHimer, director of operations for the Providence Journal Co.
- After gathering information from member newspapers and other sources, the Environmental Task Force is preparing a report on methods of managing waste. The task force also is preparing for the 1987 Health and Safety Symposium Oct. 29-30 in Orlando. ☐

Wayne T. Patrick of The Herald, Rock Hill, S.C., tries out Sony electronic camera demonstrated at committee meeting.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TECHNOLOGY NOTES

- Rockwell International Corp. has proposed issuance of a new class of common stock, a move apparently designed to deter **unwanted takeovers.**

The corporation, whose manufacturing operations include newspaper printing presses through its Graphic Systems Division, wants to issue a new share of Class A stock for each existing share. Each new share would give a stockholder 10 votes. The proposal will be voted on at the corporation's annual meeting Feb. 11.

- Eastman Kodak Co. is sponsoring its annual "Run for the Money" **newspaper color reproduction contest.**

Contestants must reproduce the image of four Walt Disney characters dressed in colorful attire. All entries must have been published in a regular edition of the entrant's newspaper no later than April 6 and must be received by Kodak by April 20.

Winners will be announced during ANPA/TEC '87 in June in Las Vegas.

Contestants also will be asked to participate in Kodak's first "Newspaper Print Quality Survey," which will show newspapers how their reproductions compare to other entrants in terms of dot gain, ink densities and other factors.

- Mycro-Tek Inc. of Wichita and Norsk Data A.S. of Oslo, Norway, entered into a **joint marketing agreement** that will introduce Norsk Data Comtec Integrated Publishing Systems into the North American market. Mycro-Tek will provide exclusive sales and support for the system.

The move will enable Mycro-Tek, which manufactures newspaper front-end systems, to offer systems to larger publications.

The initial agreement is for three years.

TECHNOLOGY CALENDAR

- **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel in Beverly Hills, Calif.

- The annual meeting of the **Collier-Jackson Users Group** will be March 13-17 at the Lincoln Hotel in Tampa.

- The annual **America•East** newspaper operations conference will be March 25-27 at the Hershey (Pa.) Lodge and Convention Center.

- The **Technical Association of the Graphic Arts annual conference** will be March 29-April 1 at the U.S. Grant Hotel in San Diego.

- **Composition '87 and Type-X '87,** the National Composition Association trade show, will be April 9-11 at the Marriott Marquis in New York City.

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Mailroom symposium March 3-5 in Chicago

Mailroom problems will be the focus of ANPA's second "Newspaper Packaging and Distribution Symposium." With the theme "From Press Folder to Reader," it will be held March 3-5 at the Hyatt Regency O'Hare, Chicago.

Larry Marbert, director of construction and mechanical systems for Knight-Ridder Inc., will be the chairman of the symposium.

Registration fee is $375. A block of rooms has been reserved at the Hyatt Regency. Reservations may be made by calling the hotel at (312) 696-1234. Rooms are $95 for a single and $110 for a double per night. When making reservations, callers should indicate they will be attending the symposium.

Registration forms for the symposium have been mailed to member newspapers. Phone registration for the symposium will be accepted by the Technical Research Department at (703) 648-1202. ☐

Speeches

James N. Longson

Alfred Eisenpreis

Sue A. Tempero

Octavia Harriston

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Development in Remote Entry of Classified Advertising
James N. Longson, vice president/corporate development, Tribune Co., Chicago. Western Classified Advertising Association annual conference, Portland, Ore., Oct. 6

Politicians and the Press
New York Gov. Mario M. Cuomo. Remarks made in receiving the Audit Bureau of Circulations 1986 Dynamic Communicator of the Year award, ABC conference and annual meeting, New York City, Nov. 13

Battling Terrorism Within an Open Society
Jerry W. Friedheim, ANPA executive vice president. International conference on "Terrorism in a Technological World", Washington, D.C., Jan. 21

The Electronic Information Business and Newspapers: Setting the Record Straight
Kathleen Criner, ANPA director/telecomunications affairs. Telestrategies Seminar, Washington, D.C., Oct. 30

What Women Customers Want
Alfred Eisenpreis, senior vice president/retail marketing, Newspaper Advertising Bureau. National Retail Merchants Association annual convention, New York City, Jan. 13

Censorship: What Is It? Where Is It?
George Theiner, editor, Index on Censorship, London. World News Media Action Conference, London, Jan. 16-18

From the ANPA Labor and Personnel Relations Conference, Boca Raton, Fla., Jan. 11-13:

Outplacement: Easing the Trauma of Termination
Sue A. Tempero, director/employee relations, The Des Moines Register

Toward a Balanced Workforce: An Equal Employment Opportunity success story
Octavia Harriston, employment manager, Chicago Tribune

The Impact of Illiteracy on the Newspaper Business
Carolyn Ebel Chandler, ANPA Foundation literacy coordinator

Downsizing: Structuring Employee Terminations to Avoid Legal Claims
Sandra E. Rapoport, attorney and managing consultant, William M. Mercer-Meidinger Inc., New York City

From the Association of National Advertisers New Product Marketing Workshop, New York City, Sept. 10:

Unlocking the Corporate Mind for Creativity
John M. Keil, executive vice president and director/creative development, DFS/Dorland Worldwide

Creative Strategies for New Products
Hall "Cap" Adams Jr., chairman and chief executive officer, Leo Burnett U.S.A.

Buy-sell activity will continue despite year-end bustle

As predicted, there was a flurry of media sales in the final weeks of 1986 as buyers and sellers rushed to take advantage of favorable tax treatment before the new federal income tax law took effect Jan. 1.

But media broker Christopher Shaw, chairman of Henry Ansbacher Inc., said that not all prospective clients joined in the rush to sell.

Notably, where one or more members of a newspaper-owning family was elderly, there was no sense of urgency to sell, Shaw reported. "They said, 'Look, we don't want to get involved in this rush-rush. Come back and we'll have lunch and sit down and talk about it further.'"

Shaw said 10 owners said exactly that in December. For this reason, he believes there may be a resumption of newspaper sales in a few months. "I don't think you will find a lot of transactions in January, February or March," Shaw said, "but I think you'll find a lot of discussion and closing" of sales later on.

Shaw said his company completed four newspaper sales in the final two months of 1986. "In all those cases, completion of the sale by the year end was of crucial consideration," he said. "They wanted to get the deal done before the end of the year." If the sales had been postponed until this year, he said, the sellers' capital gains taxes would have been 40 percent higher [**presstime**, Dec. 1986, p. 78].

Newspaper analyst John S. Reidy of Drexel Burnham Lambert expressed similar views.

"We feel most papers that were going to sell any properties took a hard look at 1986 and knew they would have a higher tax in 1987," said Reidy.

Reidy said he does not think the frantic selling pace in the waning weeks of 1986 foretold a slowing in transactions throughout 1987. But he said the current "sluggish" economic pace will preclude vigorous activity during the first several months.

Analyst J. Kendrick Noble of PaineWebber Inc. also expects newspaper sales and acquisitions to resume a rapid pace. Newspapers have a greater cash flow than most other businesses, largely because of their somewhat monopolistic position compared with other businesses—an attractive feature for buyers, he said.

Way ahead of anyone else on the acquisition front in late '86 was **Hollinger Inc.**, a Toronto holding company headed by businessman Conrad Black. It completed the purchase of 23 small dailies in the United States and 10 in Canada, as well as a variety of non-dailies, commercial printing firms and other properties.

U.S. dailies acquired were: in Pennsylvania, the Bradford Era, Corry Journal, Kane Republican, Ridgway Record, St. Marys Daily Press, Sayre Evening Times, Punxsutawney Spirit; in New York, Hornell Evening Tribune, Wellsville Reporter, Salamanca Republican.

Also, in Illinois, the Carmi Times, Eldorado Daily Journal, West Frankfort Daily American; DuQuoin Evening Call, Benton Evening News, Canton Daily Ledger, Marion Daily Republican, Monmouth Review Atlas; in Indiana, Columbia City Post & Mail, Hartford City News-Times; in Ohio, St. Marys Evening Leader, Wapakoneta Daily News; and Boonville (Mo.) News & Advertiser.

Canadian dailies acquired were: in British Columbia, the Fort St. John Alaska Highway News, Port Alberni Valley Times, Cranbrook Daily Townsman, Kimberley Daily Bulletin, Nelson Daily News, Dawson Creek Peace River Block News, Prince Rupert Daily News, Trail Times; Lloydminster (Saskatchewan) Daily Times; and Summerside (Prince Edward Island) Journal Pioneer.

In other late-'86 acquisitions:

Herald Association Inc. of Rutland, Vt., acquired the Rutland (Vt.) Herald and the Barre/Montpelier Times-Argus.

Brown Publishing Co. of Cincinnati acquired five Ohio dailies: Wilmington News-Journal, Washington Court House Record-Herald, Circleville Daily Herald, Logan Daily News and Van Wert Times-Bulletin, and one weekly.

Donrey Media Group acquired the Pine Bluff (Ark.) Commercial, Arkadelphia (Ark.) Siftings Herald and Claremore (Okla.) Daily Progress.

John P. McMeel and Kathleen W. Andrews of Kansas City, Mo., acquired the Vista (Calif.) Press and two weeklies.

Emmerich Enterprises Inc. of Greenwood, Miss., acquired the Clarksdale (Miss.) Press Register.

Stauffer Communications of Topeka, Kan., acquired The Oak Ridger, Oak Ridge, Tenn.

Sutherland Media Inc. of San Antonio acquired The Corsicana (Texas) Daily Sun.

MediaNews Group of Woodbury, N.J., acquired the Bristol (Conn.) Press, the Graham (Texas) Leader, a 50-percent share of the Hobbs (N.M.) Daily News-Sun, and three Connecticut weeklies.

Park Communications Inc. acquired the Milton (Pa.) Standard, three weeklies and a Seattle radio station.

The Hearst Corp. acquired the Laredo (Texas) News, then closed it. Hearst continues to publish the Laredo Times.

Hearst also acquired News America Syndicate [**presstime**, Nov. 1986, p. 18] and Esquire Magazine Group Inc.

There were many other acquisitions by newspaper companies, including:

- **Dow Jones & Co.** boosted its share in Telerate Inc., a financial-information company, to 44.8 percent.
- **The Times Mirror Co.**, owner of 40 percent of Rhode Island Cable Television, purchased the remaining 60 percent.
- **Scripps Howard Broadcasting Co.** sold its interest in cable television systems in Fairfield County and Bridgeport, Conn.
- **The Washington Post Co.** announced it will sell its 18-percent interest in Detroit Cellular Telephone Co. to a subsidiary of Pacific Telesis Group.

—Gene Goltz

Groups air differences in counting methods

Representatives of seven newspaper-related organizations met in January to discuss why reports produced by some of those organizations on the number of U.S. daily newspapers and their circulations arrive at different results [**presstime**, Jan. 1987, p. 69].

Convened by the Newspaper Advertising Bureau, the Jan. 14 meeting at NAB headquarters in New York City was attended by representatives of American Newspaper Markets Inc., ANPA, Audit Bureau of Circulations, Editor & Publisher magazine, International Circulation Managers Association, and Standard Rate & Data Service Inc. ☐

BUSINESS ROUND-UP

Montreal market grows hotter; Louisville goes 'all-day'

Montreal's busy newspaper market is gearing up for a fifth daily and possibly a sixth. Analysts are warning that one or more of the papers may sink in the looming struggle for advertising dollars.

Le Matin is scheduled to arrive Feb. 2 as the fourth French-language paper in the world's second-largest French-speaking city.

And a Quebec publisher, Pierre Peladeau, said the chances are good that he will launch a sixth Montreal paper before the end of the year—an English-language daily to compete with The Gazette.

In other newspaper-business activity:

- The Louisville Times (evening, circulation 124,386) will cease publication Feb. 16. The Courier-Journal (morning, 166,182) will become an all-day newspaper. No layoffs are planned, according to Gannett Co., which acquired the two papers last year [**presstime**, June 1986, p. 98].
- Florida Today, the USA Today look-alike published in Melbourne, reverted to a more conventional paper.

In a year-long experiment, Florida Today gave strong emphasis to state and local news in its front section and was offered at a special combination rate with USA Today [**presstime**, Oct. 1985, p. 60]. Both papers are owned by Gannett.

USA Today's circulation rose to about 18,000 copies in Brevard County, but Florida Today declined from 69,485 on Sept. 30, 1985, to 62,277 a year later. Gannett executives said it was apparent that Florida Today readers wanted full coverage, including national and international news on the front page and a full stock market report.

- The Times Mirror Co. will bring out a sports business magazine in May. To be called Sports Inc., it will be directed toward people involved in the business aspects of sports as well as to suppliers and journalists. Circulation is projected at 50,000. ☐

Shift to offset delayed by S. Africa flap

Florida Publishing Co., which prints The Florida Times-Union and the Jacksonville Journal, will delay its move to offset printing rather than allow the press it had bought from a South African company to become "an ongoing symbol of community divisiveness," newspaper executives have decided.

Jacksonville's black community assailed the announcement last March that the newspaper company had purchased an 18-unit Goss Metro press from SAAN Ltd. of Johannesburg.

The press was built in England by Rockwell International, and SAAN bought it for its own publishing interests. But when SAAN encountered financial setbacks, it sold the press, said Florida Publishing's vice president and general manager, James L. Whyte.

While seeking an alternative, the Jacksonville papers will continue to be printed on a 19-year-old, 22-unit Hoe press that has been converted to DI-LITHO™. ☐

UPI names four new managing editors

United Press International President Milton R. Benjamin in January named veteran journalists to the four managing editor positions at the wire service.

Barry Sussman, who founded The Washington Post-ABC News Poll and was the editor in charge of the Post's Pulitzer Prize-winning Watergate coverage, became UPI managing editor/national; Ben Cason, assistant managing editor of the Post, became UPI managing editor/news; Kim Willenson, Newsweek congressional correspondent and a former UPI editor, became managing editor/international; and veteran UPI editor Bill Ferguson was named managing editor/broadcasting.

Benjamin was not successful in wooing back former UPI Managing Editor Ronald E. Cohen, who was fired shortly before Benjamin became president [**presstime**, Dec. 1986, p. 6]. Cohen has been named general news executive of Gannett News Service. ☐

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U.S. had net loss of 7 dailies last year as Canada gained 2 dailies

There was a net loss of seven daily newspapers in the United States last year, compared with a net loss of nine in 1985.*

While nine new paid dailies were started, 16 others stopped daily publication. Nine of the 16 suspended outright, four were lost through mergers and three converted to weekly publication, according to information available to ANPA.

New dailies started in 1986 were:

- Dothan (Ala.) Wiregrass Today (Nov. 2)
- Lakeport (Calif.) Lake County Record-Bee (Nov. 8)
- Tracy (Calif.) Press (April 1)
- Inverness (Calif.) Citrus County Chronicle (Sept. 14)
- St. Louis Globe-Democrat (Jan. 27)
- St. Louis News (March 31)
- New York City Tribune (Jan. 1)
- Aberdeen (N.C.) Citizen News-Record (Sept. 1)
- Sevierville (Tenn.) Mountain Press (April 1)

Suspending outright were:

- Colorado Springs Sun (Feb. 28)
- Baltimore News-American (May 27)
- St. Louis Globe-Democrat (Oct. 29)
- St. Louis News (April 8)
- Uhrichsville (Ohio) Chronicle (October)
- Painesville (Ohio) Lake County Telegraph (May)
- Monongahela (Pa.) Herald (March)
- Waynesburg (Pa.) Democrat Messenger (March)
- Laredo (Texas) News (December, following acquisition of its assets by The Hearst Corp's. Laredo Times Co.)

Merging were:

- Daytona Beach (Fla.) News (with Daytona Beach Journal, August)
- St. Petersburg Evening Independent (with St. Petersburg Times, Nov. 7)
- Dayton (Ohio) Daily News (with Dayton Journal Herald, Sept. 15)
- San Angelo Times (with San Angelo Standard, March)

Converting to weekly were:

- Jacksonville (Ark.) News (Oct. 1)
- Cairo (Ill.) Citizen (Aug. 6)
- Quakertown (Pa.) Free Press (September)

In Canada, two new dailies were launched in '86, while no dailies there stopped publishing.

The two were:

- Burlington (Ontario) Spectator (Sept. 8)
- Moncton (New Brunswick) Le Matin (Aug. 11). ☐

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*A net loss of 10 was reported in the February 1986 issue (p. 61). ANPA later learned that the New Smyrna Beach (Fla.) News & Observer began publishing daily on Nov. 28, 1985.

Union Leader employees reach settlement

Employees of The Union Leader and New Hampshire Sunday News in Manchester reached a settlement in January with the William Loeb Union Leader Trust and Publisher Nackey Loeb that will transfer 25 percent of the newspapers' stock to employees while keeping ownership under her control.

Loeb and the trust settled with pressman Richard Bergeron, representing the employees during a trial in U.S. District Court in Concord, N.H.

Bergeron alleged that William Loeb had promised ownership of the newspapers would go directly to the employees immediately after his death. But Loeb also had set up the trust to hold the stock for another 40 years, apparently contravening his promise, Bergeron said.

Nackey Loeb, his widow, argued that holding the stock in trust would prevent an undesirable takeover.

Under terms of the settlement, the trust, established in 1979, remains intact, and surviving employees who had worked at the newspaper at least a year before William Loeb's death in 1981 will receive the first distribution of stock by fall.

To sell the stock, an employee first must offer it to the company, attorneys said. ☐

Bristol Press
Kremlin Ends Sakharov Exile

Worcester County Newspapers and Ogden Newspapers have sold

The Bristol (Conn.) Press

(Daily Circulation 20,000)
and two contiguous weekly newspapers

To Garden State Newspapers, Inc.

We are proud to have served as the broker for Worcester County Newspapers and Ogden Newspapers in this transaction.

Lee Dirks & Associates
313-646-4230

ANPA *Calendar*

FEBRUARY

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 2-6

ANPA Foundation Minority Advisory Group meeting
The Newspaper Center, Reston, Va., Feb. 3

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 8-14

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Feb. 9-13

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
South Padre Hilton, South Padre Island, Texas, Feb. 12-13

ANPA Management Development Workshop
Omni International Hotel, Miami, Feb. 16-19

ANPA Special Seminar for Publishers on Quality Assurance
The Newspaper Center, Reston, Va., Feb. 17-19

Budgeting/Planning Workshop sponsored by ANPA and the International Newspaper Financial Executives
Stouffer Concourse Hotel, Los Angeles, Feb. 22-24

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 23-27

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Palm Springs, Calif., Feb. 25

ANPA Legal Affairs Committee meeting
The Copley Press corporate offices, La Jolla, Calif., Feb. 27

MARCH

Human Resource Strategies in the Newspaper Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
Adam's Mark Hotel, Houston, March 1-4

ANPA Advanced Management Workshop
St. Anthony Hotel, San Antonio, March 2-4

ANPA Post-Press Packaging and Distribution Symposium
Hyatt Regency O'Hare, Chicago, March 3-5

ANPA Special Seminar for Publishers on Quality Assurance
The Newspaper Center, Reston, Va., March 3-5

ANPA Executive Committee meeting
National Press Building, Washington, D.C., March 5

ANPA Government Affairs Committee meeting
J. W. Marriott, Washington, D.C., March 5-6

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., March 9-13

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., March 10-11

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 15-18

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., March 16-20

ANPA Foundation Newspaper in Education Committee meeting
The Westin Hotel Chicago, March 18

ANPA Telecommunications Committee meeting
The Willard Intercontinental Hotel, Washington, D.C., March 18-19

ANPA Foundation Newspaper in Education Conference
The Westin Hotel Chicago, March 18-20

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 23-27

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Omni International Hotel, Miami, March 30-April 1

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ANPA

1887 - 1987

100th Anniversary Convention

The Waldorf-Astoria, New York
May 3-6, 1987

Castle Clinton, Battery Park

This year's ANPA Convention is of special significance. It marks two important anniversaries—the 100th anniversary of ANPA and the 200th anniversary of the U.S. Constitution.

You won't want to miss this commemorative event, highlighted by a program devoted to a sweeping look at what the future holds for our country and for the newspaper industry. The theme is "The Blessings of Liberty: The Next Hundred Years."

The Convention's opening ceremonies will be on Sunday, May 3, at 4:30 p.m. at Castle Clinton, Battery Park, on the tip of Manhattan—a vantage point for viewing the Statue of Liberty. President Reagan has been invited to speak. Make your travel plans so that you won't miss this opening event.

And there'll be many other program highlights that will take place at The Waldorf-Astoria, Radio City Music Hall and St. Bartholomew's Church.

Bus transportation will be provided for all sessions scheduled at locations other than The Waldorf-Astoria, except for nearby St. Bartholomew's Church.

A tour is scheduled on Monday, May 4, which includes Breakfast at Sardi's followed by a visit to Lincoln Center.

Convention registration forms are in the mail. Please return them to ANPA by March 30. Additional forms are available from ANPA's Priscilia Shingleton (703) 648-1031 or Leesa Thompson (703) 648-1097.

Watch for other program details in the March and April issues of presstime!!

Commemorating a Century of Service to Newspaper People . . .

ANPA News

ANPA fees to be studied

A special study group of newspaper executives will review ANPA's various fees and service charges during the next several months and will look also at the Association's dues formula.

ANPA Chairman and President Alvah H. Chapman, Jr., chairman and chief executive officer, Knight-Ridder Inc., established the study group that will be headed by ANPA Director Frank A. Bennack Jr., president and chief executive officer, The Hearst Corp. Members will include ANPA Director John J. Curley, president and chief executive officer, Gannett Co.; former ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D.; former ANPA Secretary Dolph C. Simons Jr., editor and publisher, The Lawrence (Kan.) Daily Journal-World; and Frank A. Daniels Jr., president and publisher, News and Observer Publishing Co., Raleigh, N.C., who headed the last such study in 1979.

"It is important that ANPA leaders periodically review the revenue-producing mechanisms of the Association," Chapman said. "At the moment, ANPA's revenues are strong and are sufficient to fund the programs and activities put forward by our member newspapers through our participatory planning process each year. But we don't want to be caught short, nor do we want to be overcharging; so this group will give me and the Board of Directors a look at where we are now and will recommend any changes in either fees or the dues formula which it thinks desirable."

It is anticipated that the study group will make its initial report to the Executive Committee and Board by fall. ☐

Members gain from travel discounts

The ANPA Membership Department estimates that ANPA-member newspapers realized more than $600,000 in travel savings in 1986 through discount programs offered by the Association.

Nearly 1,000 employees of member newspapers used United Airlines' discount fare program, according to Michael Genick, ANPA manager/membership services. The program has been in effect only since September [presstime, Nov. 1986, p. 79].

In addition, "well over" 2,000 people used discount programs offered by Delta Air Lines, Genick said. Most of them took advantage of special rates offered in connection with the ANPA trade show last June in Atlanta.

Because of the high level of participation in their discount programs, both air carriers have increased the level of savings available, Genick added. For 1987, both will provide 40-percent (instead of 30-percent) discounts off regular coach fares for travel to and from newspaper-business meetings. A 5-percent discount off special fares will be continued.

ANPA-member newspaper employees also benefited from the Hertz car rental discount program, with Hertz reporting about $1.5 million in sales at discounted prices, Genick said. ☐

Nominations made for Trustees

The ANPA Nominating Committee has announced its intention to nominate Charles T. Brumback and Sandra C. Hardy to the two top officer positions of the ANPA Foundation Board of Trustees.

The nominations were submitted to the Trustees for their approval during the meeting of the ANPA Board of Directors in Los Angeles Jan. 27-28. The election of Foundation officers will take place in May at the Board meeting following the ANPA Convention in New York City.

Charles T. Brumback

Sandra C. Hardy

Brumback, president and chief executive officer of the Chicago Tribune Co., is to be nominated to serve a one-year term as chairman and president of the Trustees. He currently is vice chairman.

Hardy, vice president of Calkins Newspapers of Levittown, Pa., is to be nominated for a one-year term as vice chairman of the Trustees. She currently is chairman of the ANPA Postal Committee. ☐

Letters

ETAOIN misspelled

I was sorry to see the misspelling of the name of my dear and revered friend ETAOIN SHRDLU (Jan., p. 72).

It was he who provided my first job in newspapering (after that of paper carrier). His passing has left fewer people who appreciate his role in production. Fewer still know of his compatriot CMFWYP VBGKQJ, whose name virtually defies both spelling and pronunciation.

As your article states, the Smithsonian recognizes "the difficulties of sustaining a hot-metal operation in a museum setting." It was no less difficult in live production.

Josiah P. Rowe III
General manager
The Free Lance-Star
Fredericksburg, Va.

One of the best

I read about 60 graphic arts and graphic arts-related magazines a month. It is part of my job. Let me tell you that "presstime" is one of the best, if not the best, of all the publications I see.

John A. Burgess
Director of marketing
Graphics Arts Technical Foundation
Pittsburgh, Pa.

Liked financial story

Just a note of appreciation for the extremely interesting article about financial executives in the January issue of presstime.

I found the article to be especially well written and am sure that it will be very meaningful to newspaper financial executives across the country.

H. Graham Woodlief
Richmond (Va.) Newspapers Inc.
President, International
Newspaper Financial Executives

Covering flexography

Regarding your cover story in the December issue "Uncertainty Is Over, Flexography Is Here," I found it to be an excellent article and very informative.

Alan J. Oppenheim
National sales & marketing manager
Crabtree Vickers Inc.
Englewood Cliffs, N.J.

over-set

Robot to reader: 'Bonjour! *Comment allez-vous*'?

You would have thought that the offspring of the USA Today robot would be all-American.

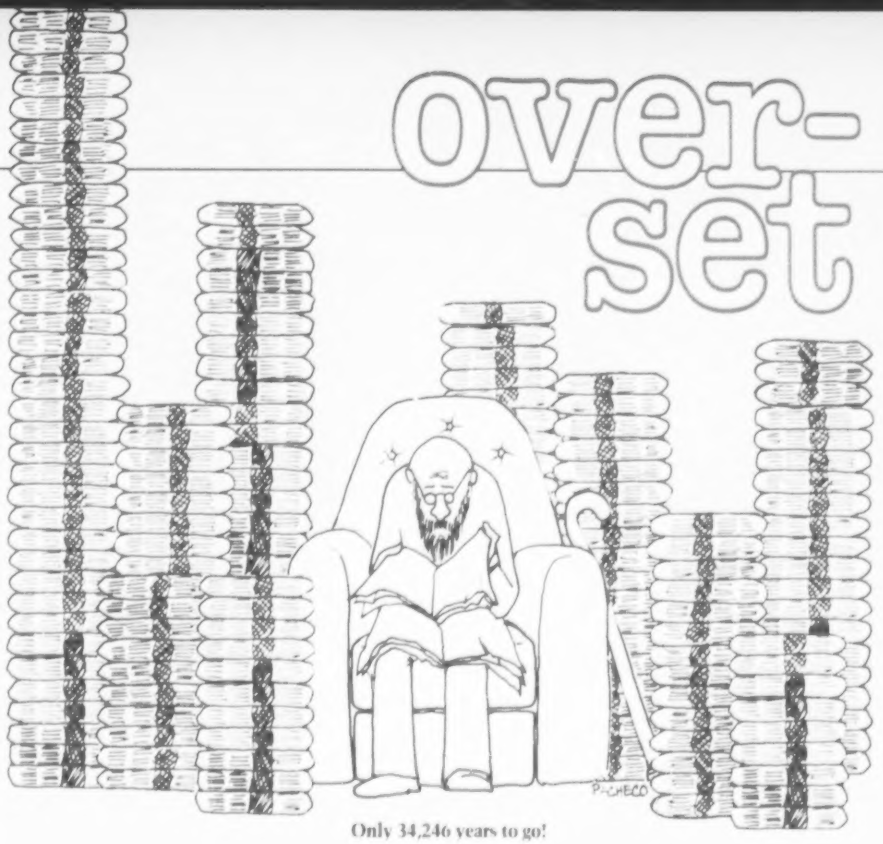
But this one speaks French.

Executives from UniMedia Inc., which publishes more than 30 dailies and weeklies in French Canada, fell for Gannett Co.'s robot at a reception during the 1986 ANPA Convention in San Francisco.

So UniMedia President Jacques G. Francoeur asked Gannett Chairman Allen H. Neuharth for his blessing and technical assistance in building UniMedia's own 5-foot promotional robot.

Gannett also stands to benefit from innovations in the new robot that—like the original—moves, twinkles its eyes and follows conversations with onlookers, albeit *en francais*. This one also hands out newspapers and soon will feature a video screen in the back of the newspaper box so that, when empty, it can show films as a promotional tool. The screen will be an especially useful tool when the robot tours Canadian schools as part of the "Journal en Classe," the French equivalent of Newspaper in Education.

At least the USA Today progeny can claim American citizenship. It was built in Atlanta.



Only 34,246 years to go!

How much is a trillion dollars, anyway?

When the federal government releases its budget every year, reporters try to come up with ways to help readers relate to the billions of dollars being talked about.

Common are such things as the "end-to-end" example: a million $1 bills placed end-to-end would extend about 96.7 miles; a billion would reach 96,700 miles; etc.

This year, when President Reagan submitted the first trillion-dollar budget in history, The Washington Post's Boyce Rensberger used a newspaper example to put that number into perspective. He wrote:

"Suppose somebody paid you $1 for reading each word of news and features in a typical edition of The Washington Post. Since one day's Post is officially estimated to contain 80,000 non-advertising words, you'd have $80,000 after reading one day's paper. In the unlikely event that you read every word of every paper for a year, you'd have a cool $29.2 million. But to read a trillion words and earn $1 trillion, you'd have to read The Post every day for 34,247 years."

By the way, the Post also noted in more traditional fashion that a trillion $1 bills placed end-to-end would stretch 96.7 million miles, "enough to go from the Earth to the sun with about 3.7 million miles of dollar bills left over, or a little more than $38 billion in change."

Newspaper numbers

3,171—number of youth carriers hired by San Jose Mercury News for 1,662 paper routes during 1983-85.

585—average number of dollars paid weekly as a top minimum for experienced reporters working under contracts with The Newspaper Guild as of Dec. 1, 1986.

5 million—total circulation of the 120 daily newspapers in Africa, excluding those in Arab states

Snow Country publisher does more than just sign his name to Christmas cards

Some people send lengthy letters to friends and relatives during the Christmas season. The Johnsons of White Bear Lake, Minn., have taken that year-end tradition one step further. They publish a Christmas newspaper.

"We're newspaper people, and so we thought our Christmas letter should be in a newspaper format," says Eugene D. Johnson, publisher of The White Bear Press, a 16,500-circulation weekly. This year's "Johnson Edition" of the Press was 12 tabloid pages full of stories and photos of the family's 1986 activities.

Reaction to the annual publication has been "remarkable," says Johnson, who keeps the edition's ever-growing mailing list on a computer.

This year, the family sent the paper to 850 relatives, friends and newspaper-business associates.

UPDATE JANUARY 24, 1987:

Now look at the growing number of revolutionary newspapers, representing 39% of total daily and 52% of total Sunday U.S. circulation, that have joined the AD/SAT Network.

ARIZONA
Arizona Republic
Phoenix Gazette
CALIFORNIA
Los Angeles Daily News
Los Angeles Herald Examiner
Los Angeles Times
*Oakland Tribune
Orange County Register
Press Enterprise (Riverside)
San Diego Tribune
San Diego Union
San Francisco Chronicle
San Francisco Examiner
San Jose Mercury News
COLORADO
Denver Post
Rocky Mountain News (Denver)
CONNECTICUT
Hartford Courant
*New Haven Journal-Courier
*New Haven Register
DISTRICT OF COLUMBIA
Washington Post
FLORIDA
Ft. Lauderdale Sun Sentinel
Ft. Lauderdale News
Miami Herald
Miami News
Sarasota Herald Tribune
St. Petersburg Times
Tampa Tribune
West Palm Beach Post
West Palm Beach Times
GEORGIA
Atlanta Constitution
Atlanta Journal
ILLINOIS
Chicago Sun Times
Chicago Tribune
INDIANA
*Indianapolis News
*Indianapolis Star
LOUISIANA
New Orleans Times-Picayune/States-Item
MARYLAND
Baltimore Sun
MASSACHUSETTS
Boston Globe
Boston Herald
Worcester Gazette
Worcester Telegram
MICHIGAN
Detroit Free Press
Detroit News
Grand Rapids Press
Flint Journal
MINNESOTA
Minneapolis Star Tribune
St. Paul Pioneer Press & Dispatch
MISSOURI
Kansas City Star
Kansas City Times
*St. Louis Post-Dispatch
NEBRASKA
Omaha World Herald
NEW JERSEY
The Record (Hackensack)
Newark Star Ledger
Asbury Park Press (Neptune)
NEW YORK
Albany Times Union
Knickerbocker News (Albany)
Buffalo News
Newsday (NY)
New York Daily News
New York Times
Westchester-Rockland Newspapers
NORTH CAROLINA
Raleigh News & Observer
Raleigh Times
Winston-Salem Journal
OHIO
Cincinnati Enquirer
Cincinnati Post
Cleveland Plain Dealer
OKLAHOMA
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Source: Ad Age—November 17, 1986
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